The Billboard

The World's Foremost Amusement Weekly

MAY 18, 1940 | 15 Cents | Vol. 52. No. 20

ROBERT RIPLEY
Curator of Curioddities

Presents Three "Believe It or Not" ODDITORIUMS
48th Street and Broadway, New York

1940 World's F
New York

Five Years Ago the Automatic Phonograph Network Was Unknown.

Today it is acclaimed as the most powerful medium for building a band and popularizing a song.

Here's Why!

- This coast-to-coast network is made up of more than 300,000 outlets. It commands a daily listening audience that runs into millions.

- It kindled the spark of popularity in such tunes as Begin the Beguine, Beer Barrel Polka, Bei Mir Bist Du Schoen and In the Mood and skyrocketed them to hitdom. It boosted the box-office value of Glenn Miller, Orrin Tucker, The Ink Spots, Artie Shaw, Andrews Sisters into the top-notch bracket. And today it is exerting its power, more than ever before, in building a band and popularizing a song.

- That's why leading music publishers, band leaders and other recording artists are becoming more and more interested in the music machine network. They know its power. They want to hitch it to their star.

- That's why they use the advertising columns of The Billboard. Every week in the Music Machines department appear news stories and special features that compel the attention of music machine operators—the men who control the air time on this vast network.

Vol. 52
No. 20

The Billboard

The World's Foremost Amusement Weekly

May 18, 1940

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GIBSON GIANT GETS GOING

B'way Vaude Houses Stock Up on Bands

NEW YORK, May 11.—Local vaude spots are loading up on name bands to grab off some of that world's fair tourist trade. The Paramount has Xavier Cugat coming in May 22 for two weeks, followed by Harry James for a two-weeker June 5, with Orrin Tucker making his first Broadway vaude appearance July 3 or 10 for three weeks. All set thru MCA. Tucker is getting around $9,000 at the local Paramount, MCA letting the Paramount and Strand bookers bid for him for several weeks before giving him to the Paramount.

The Paramount also has Glenn Miller's Band set for another return in September, with Jan Savitt (CRA) and Tony Pastor also set for dates this summer. Miller and Pastor were set by General Amusement Corp.

The Strand has Sammy Kaye coming in May 17 for three weeks (MCA), followed by Jimmy Dorsey June 7 (GAC). Woody Herman is also signed for the Strand for July or August (GAC).

Loew's State has Eddie LeBaron's Band (MCA) coming in May 16, after three consecutive years at the Radio City Rainbow Room, for his first Broadway vaude appearance. Clyde McCoy (GAC) comes in May 23 and Horace [illegible]eidt (MCA) opens June 13 for a two-[illegible]eek run, which is very unusual for the [illegible]ate.

[illegible]Before going into the Paramount, [illegible]cker's Band will play the Fox, St. [illegible]uis, this week; Riverside, Milwaukee, [illegible]y 24; Michigan, Detroit, May 13; [illegible]ace, Cleveland, June 7; Stanley, [illegible]sburgh, June 14, and Capitol, Wash-[illegible]gton, June 21.

Evans' Official Billing

MILWAUKEE, May 11.—The three-day appearance of Maurice Evans in Shakespeare's *Richard II* at the Davidson Theater here was heralded in electric lights on the front of City Hall. It marked the first time that the sign, reserved for welcoming conventions or official dignitaries, has been used for plugging a show.

Mexico's English Theater Hopes To Tour U. S. Some Day

MEXICO CITY, May 11.—Mexico's Pan-American Theater, founded a little over a year ago by Fernando Wagner, director, will enter its third season in July as the only English-speaking dramatic company of note in Mexico. The coming season, according to Wagner, will afford a small outlet for dramatic talent in the U. S., since about half of the productions will be done in English. In the past two seasons such plays as *Rain, Goodbye Again, Night Must Fall* and *Bury the Dead* have been done.

Actors are guaranteed about two and a half months' work at an average salary of about 200 pesos per month, which at the present rate of exchange is around $33. A single person can live comfortably on 100 pesos per month, but should not figure on buying clothes or driving a car down here on that amount.

Ultimate aim of the Pan-American Theater is to send productions on tour thru the U. S., but it is not anticipated that this will be done this year, as the enterprise is still too small and lacks sufficient capital to overcome the loss in money exchange when crossing the border from Mexico to the U. S. At present all plays are put on for Mexico City audiences only at the Palace of Fine Arts.

Morris Office Tries Air-Hotel Double

CHICAGO, May 11.—An experiment which may become an established policy is being tried out by the William Morris office. It is the doubling of names between night spots and radio.

Wally Jordan, in charge of the office's radio department, has worked out a deal whereby Lou Holtz and other names will double at the Chase Hotel, St. Louis, and KMOX for the Alpen Brewery. Holtz opened Friday (10) for three weeks. Will be followed by Gertrude Niesen for three weeks.

"There are many spots," says Jordan, "which alone cannot afford to pay to names. But by doubling on an air commercial, a salary can be worked out that is satisfactory to all concerned."

British Acts Nix Foreigners; 23 London Spots Run Vaudeville

LONDON, April 27.—Variety Artistes' Federation refuses to support managerial and agents' approach to government departments for relaxation of ban on importation of acts from abroad. In support of this decision the union's general council and executive committee state they have no proof that box-office receipts have been adversely affected by lack of importation of foreign novelties and attractions, and contend that general reports on theater box-office re-[illegible]eipts for last six months do not justiify [illegible]uch an assertion. As an example they [illegible]uote Moss Empires' gross profit of [illegible]8,120 for year ended December 31, [illegible]

[illegible] decision of the Water Rats on this [illegible] is still awaited, but it is under-[illegible]hey are not in agreement with [illegible]ration.

[illegible]Garrison Theater goes [illegible] the [illegible]adium for a season [illegible] May [illegible]de come[illegible] Jack [illegible] Elsie and Harry Tate Jr. in a new version of the Tate farce, *Motoring;* Freddie Bamberger, piano entertainer, and Allan, Allan and Allan.

After a brief run Van Damm's non-stop revue shuttered at the Garrick last Saturday. This show relied largely on epidermis display.

Altho not one house in the West End is currently playing vaude straight, 23 theaters in London are regularly featuring vaude and revue. Twelve are on major circuits—Moss, Stoll and Syndicate—the remainder being smaller circuit houses or indies.

In nearly each case policy is twice nightly with one or two matinees a week. Certain houses like Collins, Islington, run two performances a night on continuous basis, patrons coming and going when they like. Every one changes its program each Monday and some open on Sundays to show pix.

Several cinemas also include vaude, the average policy of G[illegible]t-British [illegible]

$2,000,000 More Staked on N. Y. Midway, 4th to Spec; High-Power Programs Mark Expo's 2d Preem

By LEONARD TRAUBE

NEW YORK, May 11.—As the 10 gates of the New York World's Fair opened for the second edition this morning, the big question revolved around attendance expectations for the 170-day gargantua which has been transformed in many ways by Board Chairman Harvey D. Gibson and his army of workers. Last year, with every adversity in the book thrown at it except the weather, which was consistently good, the expo drew just short of 26,000,000 paid entries for a daily average of almost 140,000. To reach that total on the second try, the fair will have to average better than 150,000 daily, considered practically impossible. Average equal to '39 will give it about 24,000,000 customers. Conservative estimates place the season's total at between 18,000,000 and 20,000,000.

Return issue starts 11 days later than last year and bows out October 27, four days earlier. Fifteen-day trim, however, won't figure much in the statistics. Of greater significance is the fact that no world's fair on which records are available has come even close on a re-run. Best modern example is Chicago's 1933 draw of 22,500,000 against less than 16,-000,000 the next year, but the European war with anticipated lift on exclusive American travel could upset the dope charts considerably. There are bargain rates on train and bus lines, combo books are cheaper and have been selling at a fast clip, gate admission is down to a human-looking 50 cents, promotion and publicity are more polished and more appealing, auto giveaway contests are figured to lure a bigger chunk of the something-for-nothing population, most of the bars and red tape have been let down on passes, especially for the press, and latter itself is far more receptive locally and nationally.

To these should be added prospects of a fair more human and down to earth in every way, boiled shirts, long-winded speeches and gardeniaed dedications giving way to what Gibson & Co. have planned as county fair atmosphere, including a living symbol typifying the average American, this being Elmer ("Makes You Proud of Your Country") the Great.

Rose Ballys Again

About $2,000,000 has been reinvested in the Forty Fair's Great White Way midway, bulk of it by the fair for *American Jubilee* spec, $550,000, including about $325,000 on construction; lighting, $225,000; public areas, $80,000; paving, $180,000; underground utilities and parking areas, $180,000, and paint, $75,-000. Privately, villages have shelled out a $245,000 stake and shows and walk-thrus $260,000, with rides accounting for about $160,000 and restaurants $50,000. Expo has a direct stake in some of the privately operated items, however, so that its expenditure on the current funway is greater than appears on surface.

That the Flushing opera thinks highly of its patriotic panorama of American *(See GIBSON GIANT GOING on page 31)*

Band's "Talent Nite" Packs 'Em; Pittsburgh Fair

PITTSBURGH, May 11. — Monday nights have been converted into one of the week's busiest at the William Penn Chatterbox, where Lang Thompson has inaugurated talent nights open to performers placed thru department stores, colleges and industrial firms that are "honored" the night their particular people take the stage.

Launched a couple months ago by one story in the daily papers, the talent nights have attracted so many would-be performers that the phone was shut off in Thompson's hotel room. For the first two weeks Manager Bert Gervis of Thompson's band had difficulty selecting suitable talent for a variety show of a dozen acts. Now he has difficulty eliminating, so many topnotch entertainers seek interviews.

Booked into the William Penn February 9, Thompson's contract has been extended until Decoration Day. The hotel's dance room will close then, with prospects remote for opening the Urban Room.

With the Willows also staying shut, with the Plaza Cafe shut because of a liquor law violation and the Old Shay Gardens closed because of remodeling the building, it looks like the spots remaining for the summe[illegible] should snag[illegible]

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POLITICAL SHOWMANSHIP

Politicos Take Over Showbiz And Vice Versa; Campaign Jobs

NEW YORK, May 11.—Political campaigning, which has long hovered on the fringe of show business, this year shows evidence of taking the jump wholeheartedly. Not only are the politicos dipping into show business for tactics and talent, but show business is also advancing into politics. Significance of the anschluss is many-sided, but one of the chief developments is likely to be an increase in employment opportunities for performers in many categories—singers, musicians and spielers particularly.

Radio, of course, looms large in the situation. Formerly the politicos were content to buy time, put their faces in front of a mike, and spray the ether with the usual platitudes. The feeling that showmanly methods rather than talk were necessary became apparent as a result of the publicity and success attending the efforts of Lee O'Daniel, who became governor of Texas largely thru an astute radio campaign during which he sang hillbilly songs. O'Daniel's innovation led to similar screwball build-ups, some of which are given below.

(1). Carl F. Zeidler, 32-year-old lawyer, used his baritone voice, via radio, to help him into the mayor's office of Milwaukee, defeating Daniel W. Hoan, chief exec for 24 years.

(2). Representative Edwin M. Schaefer, of the 22d Illinois Congressional District, put together a three-ring primary production featuring Henry R. Frees, A. L. Bedel and George T. Hary. Frees, ex-juggler and clown, made speeches while doing headstands and promised to crawl long distances on his hands and knees if defeated. Bedel did a folksy magic turn, using a menagerie of poultry and cattle.

(3). Walter Johnson, former big-league pitcher, has a button that looks like a baseball for his campaign symbol. Running for Congress in Maryland Fifth District.

(4). Vic Meyer, lieutenant governor of Washington, is a former band leader and night club owner. He toured the State with a band.

(5). Frank Gannett, chain newspaper publisher and White House aspirant, posed for a picture showing the Democratic donkey eating out of his hand, while the bones of the New Deal lie at his feet. On the same tour, in Tucson, Ariz., he was shown entering an old-time stagecoach while the Mexican Queen of Tucson's rodeo looked on approvingly.

(6). Circus Saints and Sinners Club of America (Dexter Fellows Tent of New York) is engaging in a satirical campaign, "Raymond E. Baldwin for President," because the Nutmeg governor was the club's most recently initiated "Fall Guy" member. Broadside reads, "Send Baldwin to the White House! Get him out of Connecticut."

(7). H. R. Gross, former newscaster at WHO, Des Moines, recently resigned to run for the Republican nomination for governor.

While political candidates have used various show business dodges, including touring with an orchestra, piano players, etc., the most frequently used medium is radio. This year, more than any other year, figures to cash in on political time, owing to its being a Presidential year as well as having senatorial and State campaigns. In anticipation, more than 300 stations, according to a recent survey in *The Billboard*, have increased their rates *(See Political Showmanship on page 30)*

ROBERT RIPLEY

(This Week's Cover Subject)

ROBERT RIPLEY has probably the widest and most diversified audience range of any living showman. Crowning his years of success in the show world, Ripley now operates three "Odditoriums"—exhibiting the curios of nature and life collected in his 30 years of travel for material for his widely read cartoon, "Believe It or Not."

"Believe It or Not,'s" total readership in 345 newspapers in all parts of the globe is 80,000,000; his radio program boasts 10,000,000 listeners; his motion pictures are viewed by millions and his books are considered best sellers.

When the Broadway Odditorium, in the heart of Times Square, New York, opened last year Ripley displayed fantastic ideas and incredible oddities, both human and otherwise, with which nothing in recent years has compared.

Now two other Ripley museums make their bow—one at the New York World's Fair and the other at the Golden Gate Exposition in San Francisco—to house the bulk of his oddities collected in 202 foreign lands covering an area of 625,000 miles.

Exhibited in his freak auditoriums are priceless and irreplaceable art objects, relics from savage tribes of Africa and the South Sea Islands, displays of nature's handiwork wrought by time into almost living objects. He has collected pieces of work not included in the ordinary realm of life or art which are on public display in his three odditoriums. To Ripley these represent a lifetime of achievement in pioneering to bring to the public a cross section of the idiosyncrasies of nature and people which might have otherwise gone unnoticed.

It's a far cry from the days when he won plaudits as a pitcher with the New York Giants. A broken left arm, however, sent him back to the drawing board.

Now Ripley has the satisfaction of being a daring showman, a fearless collector of material for his own private collection and his cartoon subject matter—and incidentally be- the highest paid cartoonist in the world— ... erases the memory of being fired

—Be Safe Than Sorry—

In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Contracts."

"Ice Follies" Set For S. F. Return

SAN FRANCISCO, May 11.—*Ice Follies*, which was here a year ago, opens Wednesday night at Winterland. Prices have been scaled at 55 cents, 83 cents, $1.10, $1.65 and $2.20 rinkside.

Seating capacity of Winterland is 3,000, all on the main floor. Spot has been operated all winter as a public ice rink. Revue is in for a limited run, but if as good an attraction as last year, it may go all summer.

Cast lists Evelyn Chandler, Bess Ehrhardt, Shipstad and Johnson, La Verne, Papez and Zwack, Frick and Frack, Colson and Claudet, Harris Legg, McKellans and Les Hamilton.

MCA has also booked *Love on Ice* into the Club Moderne for six weeks, with Vladimir Rassett producing. Show is an enlarged edition of the successful ice revue staged recently at the Hotel Sir Francis Drake.

Muni's $5,500 in D. M.

DES MOINES, May 11.—Paul Muni in *Key Largo* drew a $5,500 gross at the Shrine Auditorium in Des Moines Monday, April 29. A total of 3,300 customers paid from $1.12 to $3.36 for the show.

The Broadway Beat

By GEORGE SPELVIN

ACCORDING to stories now making the rounds, a couple of members of the musicians' union are risking their membership by trying to get an outside agency to investigate union affairs. . . . Why-People-Don't-Go-to-Legit-Theaters Dept.: At the Lyceum, where *The Strangler Fig* is playing at present writing, the checkroom boy stands squarely in the path of incoming male customers with a check in his hand and says, "Let me have your coat, sir; here's your check"—as tho it were a service automatically furnished by the theater. Some day an irate customer who knows the ropes is going to poke him out of the path by force. The management that permits it, tho, is as much to blame as the lad himself. . . . Youth played a prominent part in the production of Billy Rose's nostalgic old-timer revue at the Diamond Horseshoe, *Nights of Gladness*. Both Gene Kelly, dance director, and Raoul Pene Du Bois, costume and scene designer, are under 30. . . . Incidentally, at the opening of the show ex-Mayor Jimmy Walker made one of his rare first-night appearances and was given a rousing ovation, while the band blasted out *East Side, West Side*. Has Al Smith lost his stranglehold on the tune, or is it the theme song of all New York's ex-officialdom?

* * *

THE Paramount Theater is now using baby-talk lyrics for some tunes on its community sings, in which lyrics are flashed on the screen. The stunt gets quite a laugh—but is it the Paramount's subtle comment on its own jitterbug trade? . . . The barber shop in the Squibb Building, which is used by the MCA execs, should exercise more caution. When the shop is devoid of customers the barbers take care of their own tonsorial needs with the aid of—electric razors. At least they ought to close the door first. . . . The Hawaiian bartender at the Hurricane mixes native drinks in the privacy of a curtained bar back of the kitchen. According to the story, not even the boss, Mario, is permitted to watch the drink mixing. Again according to the story, there's only a tiny group of bartenders who know the South Seas drink recipes, and they keep their own value high by being very secretive about it all. . . . Ever since the ruckus on *The Morning Telegraph* over Robert Rice's review of *Love's Old Sweet Song*, Leo Mishkin, the film critic, has been writing and signing the dramatic reviews. Rice is going over to the staff of the *PM* anyhow. . . . In Mamaroneck, N. Y., on the Boston Post Road, there's an enormous signboard advertising Westchester's swank nitery and swing band mecca, Glen Island Casino. The sign is newly painted now, extolling the virtues of the soon-to-be-reopened spot and also, of course, those of the latest band-stand incumbent, Bobby Byrne. But a slight feeling of nostalgia must have gripped the publicity department when it laid out copy for the board. Tucked down in one corner of the sign are the words: "Last year—Glenn Miller."

* * *

ANOTHER proof of the truism that actors can very seldom judge the value of scripts, particularly those with parts for themselves, is the fact that Oscar Homolka put up the dough for *Grey Farm*, in which he made his American legit debut. Not only did the play get roundly panned, but the part Homolka plays was felt to show him off poorly. . . . Eddy Duchin keeps track of his young son's growth thru 16mm. films. . . . Press agent Dick Mockler's new stationery has an illustration showing a basket labeled "City Desk" chasing a press release labeled "From Dick M... . . . Harry Gourfain, who stages the shows at the Strand, is another who ... sweet music is coming back—but definitely. . . . Add The-Irony-of-It-All ... go lad who does an acrobatic single has been hoping for a New Yor... agents might see his ... and finally landed a job

Thru Sugar's Domino

MEN engaged in the highly complex business of broadcasting hardly require pictures to be drawn for them to prove the point that the profitable operation of a station within less than two months on the air is a colossal achievement. This feat was accomplished by Charles Phelan, formerly connected with the Yankee Network and now the boss at Station WESX, Salem, Mass. Our Boston correspondent is responsible for a news story on Phelan's triumph in this week's Radio Department.

It is of interest to all in radio that Station WESX has succeeded in getting off the nut less than two months after its transmitter began gobbling up juice but the angle that should intrigue the attention of all showmen is that Phelan put over the trick by accenting live talent. Which should help strengthen the theory that the public wants live talent and manages to show its preference to it even in the mechanized field known as radio. We are aware of the problems that confront small stations in their efforts to get away from the natural trend towards complete mechanization of programs. Talent that can be favorably compared with ET and network shows is by no means easy to obtain in small towns and by stations with limited resources.

* * *

Yet a station manager who has the real instincts of a showman; who possesses the courage of his convictions and knows good talent from bad can somehow see his way clear to give his potential listeners the kind of shows they crave. Apparently Phelan has done that. And his success will not only exert a powerful influence on the talent situation in his territory but it should have reverberations all over the country. Radio, despite its dependence on mechanization to reach its audiences, must resort to the use of talent at the source. Whether that source is in the studio of a network, the recording room of a wax cutting factory or the mike of a remote makes little difference. The talent angl... is tremendously important and in rad... there exist fewer opportunities to d... velop talent than in many of the fiel... that are less substantial than radio ... dollars and cents. Yet a look into t... future will show that radio cannot co... tinue to make progress unless it provi... in some way for the schooling and propagation of talent. There are several ways that this can be done, including the excursion of radio money into the theater field. This might not be feasible because of existing laws and the trend towards decentralization of mammoth amusement enterprises. But there is nothing illegal, monopolistic or impractical about radio raising chicks in its own backyards—the smaller independent stations dotting a landscape cluttered with the ruins of op'ry houses, dime theaters and other relics that were stepping stones in the careers of the greatest artists of less complex eras.

* * *

Phelan accented talent in his climb out of the red because he looked upon it as good business. We have never met the man, but we are sure he's not one of those imbued with the Quixotic vision of giving every actor a house, lot and bank account. That's how the process should work: A break for the actor because the manager is sold on the actor as a valuable item for his amusement bill of fare and not because of idealism or charitable impluses.

✤

ANYBODY who's ever had to do with the running of a national publication will agree that the best ideas do not necessarily originate in the larger cities. One might go so far as to say—with the assurance that the fact can be proved—that the best ideas come from the typ... writers pounded a stone's throw f... a cattle pass. In our experienc... least, we have come to respect the ... reaching our desk from townships ... na... re as strange to us as th... name... f flora and fauna we ... day o... r lives.

Tod... example of ...

NEW YORK WATTAGE WAR

Both Major and Indie Stations Race for Signal Improvements

NEW YORK, May 11.—A "power battle" among New York stations is rapidly developing, the wattage war taking two lines. One involves the 50,000-watters and the other the lower-powered independents. Three of the clear-channel stations are now taking steps to make better use of their kilowatts, while WOR, one of those concerned, has already begun a promotion campaign to exploit its transmitter set-up. A similar campaign is likely to be waged by NBC on behalf of WEAF, which will operate with a new transmitter in September. CBS, for WABC, is figuring on locating a new transmitter on Pea Island, to the east of Manhattan Island, 12 miles from the center of metropolitan New York.

Several regional stations are likewise working on improved transmitter set-ups. WMCA is building a new outfit with revamped antenna equipment to produce an improved signal. This set-up will probably get on the air in June and is just across the Hudson River, well located for the coverage sought. WBNX is also working on a new transmitter, having just been granted 5,000 watts by the FCC.

WOV also put in a new antenna system May 7.

Actors Involved In Chi Hearing On Fraud Charges

CHICAGO, May 11.—The arrest, Thursday, of Robert Myers, former vaudevillian and now a senior clerk in the State Unemployment Compensation Division, precipitated a scandal which has involved a number of entertainers formerly employed at Dennis Cooney's Royale-Frolics Cafe, now closed. Following questioning of Myers by Assistant State's Attorney Richard Austin, subpoenas were issued for the appearance before the grand jury of 17 persons, among them Al Turk, who formerly led the orchestra at the Royale-Frolics, and a number of chorus girls and others.

It is charged that the State was defrauded of nearly $3,000 in unemployment compensation fraudulently paid out by Myers. Al Turk, against whom charges recently were brought in county court for defrauding the compensation division, is said to have revealed that Myers was the payoff man. Turk, who was legitimately entitled to two weeks' compensation after the Royale-Frolics closed last summer, met Myers at the compensation office when he went to file his claim.

Turk is reported to have told the grand jury that Myers drew him out of line, listened to his hard-luck tale, and then issued 16 checks for a total of $256 in the batch. Regulations provide that checks may be antedated but two weeks. When the Royale-Frolics reopened Turk is said to have informed his colleagues at the night club of the ease with which compensation could be obtained, and soon chorus girls, musicians, waiters and others began descending on Myers.

At the grand jury hearing Friday nine witnesses were questioned. It is reported that two of these, in addition to Turk, told of paying back to Myers part of their compensation in cash. Other witnesses are being sought and jury hearings will be resumed Monday.

Myers, the accused clerk, was for years a member of the Original Empire Comedy Four in vaudeville.

SAG Franchising Eastern Agents

NEW YORK, May 11.—Screen Actors' Guild is planning to issue franchises to agents in the East and its local attorney, ...y Jaffe, is discussing details with Robert Broder, counsel for the Artists Representatives' Association, which has many members with screen talent lists.

Presently, local agents are selling talent to films thru SAG franchise holders on the West Coast. Broder, in a form letter to New York agents, informed the offices that they can apply for SAG franchises thru him. Fee is $50 each.

N. C. Ice Show Clicks

WILKES-BARRE, Pa., May 11.—Travellers Club enjoyed a boom last week when management went out on limb to book Sandy Johnson's *A Night at Lake Placid*, muck ice skating show. Minimums were boosted to $1 per person thruout the week and management had to turn customers away on several nights. In addition to ice show, which is rare here, presentation included emsee George Hunter, who has been at club for several months, and Jimmy Matzer's seven-piece band. Club also contracted for half-hour program nightly over WBRE.

Cornell's Providence SRO

PROVIDENCE, May 11.—Legitimate season climaxed Monday night (6) when Katharine Cornell and The Playwrights' Co. brought *No Time for Comedy* to RKO-Albee for one-night stand as fourth of a series of shows presented during season under sponsorship of Junior League of Providence. Playing one performance only, show grossed $4,000, with ...t full week ahead of time.

...ning with Eva L... Gallienne in *The ... Builder* seas... ...cluded *Golden ...* ...th Eric Linden... *What ... Life* ...ckie Coogan. P... ...usi... ...egistered...

Four-A Tug of War; Neely Bill the Rope

NEW YORK, May 11.—The Neely Bill condemning block booking and blind selling of pictures is supported by one group in the Associated Actors and Artists of America and opposed by another.

The American Guild of Variety Artists, in a house organ editorial this week, supports the Neely action, claiming that elimination of block booking would give vaudeville "the greatest single impetus it has received in years" and urges that "the question of supporting the Neely Bill should be immediately taken up by AGVA locals with consideration of a campaign to inform the public and legislators of the injuries which actors are now suffering as a result of motion picture practices."

On the other hand, Screen Actors' Guild is taking the side of the major picture producers and is strongly opposing any action that would mean the end of block booking. SAG claims that the passage of the Neely Bill would mean less work for SAG members, since producers will not have any definite schedule of pictures to produce. When the Neely Bill was aired at a committee hearing in Washington recently, SAG dispatched a committee to oppose it.

Chi AGVA Seeks Member Interest

CHICAGO, May 11.—A drive by national headquarters to develop greater membership participation in the union's affairs is under way in the American Guild of Variety Artists local here. AGVA apparently is anxious to institute new policies shortly and wants the membership to know as much as possible about the new ideas beforehand.

Graham Dolan joined the local office staff several weeks ago, coming in from New York headquarters. It is being assumed by local membership that he represents the national body.

Besides membership angle, Dolan is expected to play an active part in extensions of organization thruout the Chicago area. It is common knowledge that Hoyt Haddock, AGVA's executive secretary, is not pleased with the extent of organization in local night clubs and that he is anxious to develop closer cooperation between AGVA and local agents. Along these lines, Chicago organizers are expected to be relieved of dues collection responsibilities shortly in order to devote more time to organization work.

Syracuse U. Offers Musical

SYRACUSE, May 11.—Altho the first night performance of a Syracuse University audience ran true to form at the opening of *Blanket Permission*, with only 25 to 30 people on hand, that small group experienced more entertainment in two hours this evening than they have had in a long time. Many got thru the gates on paper. Prices ran from 50 cents to $1.

Blanket Permission is a student-written and student-directed musical comedy presented by the Tambourine and Bones Society of the university. It is a story built around the ventures of Honey Belle Hawkins, a Southern beauty enrolled at Genesee College. Rosanne Miller plays the role. Honey Belle becomes involved in student politics, and causes plenty rumpus among the other co-eds as the boys begin to flock around the Southern lass and Southern drawl.

The production is under Sawyer Faulk, and included in the list of those who wrote tunes and lyrics is Ray Krise, former arranger for Jimmy Dorsey, also former student at Syracuse.

Robert B. Taber.

Robertson's Summer Spot

GREENWOOD LAKE, N. Y., May 11.—The Mountain Lake Inn here has been taken over by Dick Robertson, Decca recording artist, who will operate the spot this summer. Entertainment will be provided by a Hawaiian ork, in addition ...bertson's warbling. Place opens ...before Decoration Day.

Local 802 Financial Report Is Submitted

NEW YORK, May 11.—Local 802, American Federation of Musicians, claimed a total income of $2,067,134.54 during 1939, according to the financial statement issued by Harry A. Suber, treasurer. Statement showed that the greatest source of income is the 3 per cent relief tax, the total of which amounted to $656,862.20. Relief expenditures were $637,997.48, a 321 per cent increase over 1935.

Normal running expenses of the local, exclusive of relief, come from the general fund, the income of which was $547,-820.81.

According to the statement, $200,000 was collected from defaulting employers, and war on kickbacks resulted in the return of $497,375.60.

WPEN, Philadelphia, Settles Music Beef

PHILADELPHIA, May 11.—Music strike against WPEN was settled here yesterday between Arthur Simon, station manager, and Frank Liuzzi, Local 77 prexy. A dozen musicians under the baton of Joseph Franzosa return to the studio Monday, marking five months to the day that they have been on strike.

New contract runs until September, 1941, and calls for studio band to be cut to eight men September 15 of this year, music bill for the last 12 months on the contract to amount to $15,000. Further, new binder makes no differentiation between commercial and sustaining shows in the playing time, and calls for the men to be on hand any six days selected by the station to comprise the week.

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NBC'S FIRST TELE YEAR

Production Costs 750G's; Acts Drew Only 90G's; Mostly Vaude

NEW YORK, May 11.—National Broadcasting Co. wound up its first year of telecasting on a regular schedule with a total production outlay of about $750,000, of which talent drew $90,000. Figure of $750,000 includes salaries for 80 full-time employees of the technical staff and other production costs. Figure is significant in that it shows the current discrepancy between talent outlay and total costs, this divergence being necessitated by fact that operation has been noncommercial thus far.

During the period from April 30, 1939, to May 7, 1940, NBC telecast some 620 hours, of which more than one-third were devoted to studio programs. A trifle less than one-third were films, and one-third were set aside for outside pick-ups. During the year it was estimated that about 1,000 program items were telecast. Figure does not indicate the actual number of performers employed but gives an indication of the potential possibilities for performers who are now working in fields that have shrunk appreciably in the past 10 years—notably vaudeville and legit.

It is estimated that some 750 dramatic roles were filled; about 180 singing acts appeared, and about 70 dancing acts. Balance of the studio programs were made up of novelty turns of all descriptions, including magicians, midgets, skaters, musical glass players, minstrels, monologists, etc. In addition plenty of freak presentations were used, such as lie detector, hairdressers, models, fashion show, art critics, photographers, cartoonist, etc.

Preponderance of talent used came from legit and vaude as was indicated by NBC execs earlier in the year.

In order to obtain talent NBC has already developed a definite amount of scouting activity whereby performers are now generally seen before given a shot. People who take ganders at the cafes and legits in town are Tom Hutchinson, Eddie Sobol and Reginald Hammerstein.

Salaries, tho very low, have not affected the onrush of talent. This in itself is noteworthy, it being the first manifestation of a new entertainment medium not being given the brush by performers established in other fields—as was the case in motion pictures and radio.

Television Review

Reviewed Thursday, 8:30-9:30 p.m. Style — Interview. Reviewed on RCA Television Receiver. Station—W2XBS.

Thursday studio presentation consisted of a batch of interviews by Alan Kent, and constituted the final session of a contest to choose Miss RCA Television for the RCA exhibit at the World's Fair.

The girls, most of them pretty, came on and were quizzed as to where they came from, what they did, their ambitions, etc. Some of them had talent of a sort—either dramatic or musical—and these wound up their session with Kent by emoting, playing piano, etc.

This type of presentation offered none of the technical problems encountered in either a variety or dramatic program, but it did indicate that the tele camera will not be particularly kind to persons submitting to interviews over the new medium. Owing to terrific intimacy of television, it became apparent quickly that most of the girls interviewed were posing and striving for effect. This would not be nearly so noticeable over radio, but the tele camera reveals it brutally, and those who go before it for such a purpose will be vulnerable to adverse audience reaction on this acount.

From the standpoint of make-up, the NBC producers have advanced measurably in the last year—so much so that a pretty girl will usually look pretty over television. This was not so a year ago. But make-up can still be improved.

Emsee Kent, hemmed in by a continuous succession of femmes, handled his assignment with grace and wit. Voting to pick Miss RCA Television is done by the tele audience. Among those considered on this program were Helen Jemison, Carol Joyce, Janice Holter, Martha English, Helen Harmon, Patricia [illegible]erald, Mabel Ellis, Nancy Clarke [illegible]bers. *Ackerman.*

Name Trouble Besets Philip Morris Show

NEW YORK, May 11.—Philip Morris cigarets' new program, *Swingo,* has been having name trouble and was due for a nomenclative change in the program to be broadcast tomorrow (Sunday) night. Bill Barr, whose idea the show is, writes it.

Before the show went on the air it was to have been called *Jingo,* but after an announcement was made to that effect the sponsor was notified a similar title had been claimed. It was changed to *Swingo.* The same thing happened. Up to Friday afternoon, no new name had been selected.

One gagster suggested the show be called Bee-o. The Biow Co. is the Philip Morris agency.

WOR Gives In to Phonograph Disks

NEW YORK, May 11.—*Midnight in Morning,* a new series of sustaining shows starting May 23 over WOR, Newark, marks that station's entry into the ranks of radio stations using phonograph records. Tom Slater will emsee.

Heretofore, WOR has eschewed the phonograph platters, sticking solely to regularly transcribed programs for whatever waxed shows it used. New program is being started because of the great increase in popularity of phonograph records and because a program of this type also enables the station to present name bands during the day. Show will air at 9:30 a.m.

GAC Going Heavy For Package Shows

NEW YORK, May 11.—General Amusement Corp. is going into the package-program production phase on a major scale, and will shortly be set on a number of this type program. Shows being lined up are for both daytime and evening use. Heretofore GAC has concentrated largely on talent representation in radio, altho handling some package deals, notably *What's My Name?*

Shows being built are being put together by Harry Hoff, who went with GAC about a month ago from Transamerican. Hoff has sold a number of package shows, mostly daytime stuff, in the past few years. Hoff works with Frank Cooper of GAC.

WESX, Salem, Gets Off the Nut In 2 Months; Live Talent Helps

SALEM, Mass., May 11.—Story of how a small indie station in a small community went out of the red less than two months after it began operations was told last week by President Charles Phelan of the North Shore Broadcasting Co., which operates WESX here. Station began operations on December 10, 1939, with a staff of 43. On February 4 WESX got off the nut.

A new phonograph record request program on Saturday nights is a leading show. However, featuring a majority of live talent, WESX has found dramatic presentations, horror shows, music, commentaries and others catching on.

Local merchants, some of whom have never even used newspaper advertising, have gone in for spot announcements or programs in a big way. Station has just effected a new tie-up with *The Lynn* (Mass.) *Telegram-News,* daily in a nearby city.

Plans are also nearing completion for a five-a-week flesh serial on the *Superman* idea. Broadcasting of the North Shore League baseball games began when the season opened under rotating sponsorship. Sports commentator Tom [illegible] handles the play-by-play.

Sure He's No Relation?

CHICAGO, May 11.—Julian Bentley, WLS news editor, received a letter from a Leroy, Ill., school teacher. She was submitting one of the answers to an eighth grade history examination—specifically the paper of Master Robert King in answer to the question: Make your own list of "Who's Who in the World Today." Robert's list was F. D. Roosevelt, Adolph Hitler, King George, Admiral Byrd, Frances Perkins and Julian Bentley.

When asked for his comment, Bentley simply said: "Robert is a very smart boy."

Radio Film Critics Want a Bit o' Cuff

NEW YORK, May 11.—National Radio Film Commentators Circle squawked Thursday (8) to the moguls of the motion picture industry that they are regarded as stepchildren-critics and want something done about it.

Speaking at the weekly luncheon of the Association of Motion Picture Advertisers, David Lowe (WNEW), Sam Taylor (WHN), Jack Mitchell (WBNX), Radie Harris (formerly Mutual) and Stella Ungar (NBC), kicked that they are being discriminated against and whenever they request free passes they are given a quick brush. While the pass situation seemed to be the most pressing, the critics beefed plenty about being excluded from premiere junkets which carry critics all over the country on the cuff.

They all maintained that they didn't know why, but releases are sent to them later than to newspapers, publicity men don't listen to them and why shouldn't they be quoted once in a while. Nothing was done at the meeting.

P. S. Luncheon was on AMPA.

W. Williams' Pay or Play Arrangement

PHILADELPHIA, May 11. — Wythe Williams, newspaper man and commentator who recently concluded a series for Philco Radio thru McKee-Albright advertising agency, is understood to have a contract with the agency calling for payment of his salary for almost another month. Exact date is said to be June 8. However, it is also declared that Williams is not holding McK-A to the contract and is not insisting on payment as provided.

Williams' ticket is supposed to call for $800 a week on a one-station deal (WOR), going up if Philco used him on a network (MBS).

Philco revised its stock set-up and advertising plans recently, both factors bearing on ending Williams' series.

CHICAGO, May 11.—Rex Schepp, for 10 years a time salesman for WBBM-CBS, leaves June 1 to become assistant station manager of WIRE, NBC Red affiliate in Indianapolis. Schepp broke into radio as a banjo soloist with Nathaniel Shilkret's Band on the Maxwell House show 12 years ago. Before that he was a vaude actor.

Philly Talent Gets a Break

PHILADELPHIA, May 11.—Live talent came in this week for an unexpected break, with several new radio shows using flesh and voices instead of wax. *Daily News,* local tabloid, started a new series, *Tabloid Revue,* on WFIL twice weekly, with Raymond Gathrie, sheet's radio ed, cracking the whip. Format calls for Victor Hugo's Ork and Mill Spooner's organology, with guest stars from local niteries.

WCAU launches a talent hunt on Sundays, *Vocal Help Wanted,* sustainer, with Hugh Walton emseeing, the Three Keys vocalizing and Joey Kearns' Ork. Vocal efforts of four amateurs are selected each week, and the winner is given a prize and a guest shot on the following week's broadcast. Station is running *Vocal Help Wanted* ads in the classified sections of *The Inquirer* and *Bulletin* to bring out voices for the Sabbath shows at 10 p.m.

Liberty Title and Trust Co., local banking concern, takes to radio for the first time, buying news with Bill Lang on KYW, Sundays. Account placed thru Geare-Marston, Inc.; Dee C. Brown the account exec.

BMI Tunes Waxed; Look for Ork Plugs

NEW YORK, May 11.—Broadcast Music, Inc., music organization formed by the National Association of Broadcasters to compete with the American Society of Composers, Authors and Publishers, has had some of its music transcribed by companies including World Broadcasting, Associated Music Publishers, NBC Thesaurus, Langworth and Standard. Five tunes were cut for World by Shep Fields Orchestra, and Jean Ellington did [illegible] BMI tune, *Velvet Night,* for Langwo[illegible]

Apropos of having name bands a[illegible] vocalists make waxes of the BMI mus[illegible] the organization has contacted leading band offices and sounded them out. According to BMI, band agencies are not averse to having their properties cut disks of BMI tunes.

Acquisition of George Marlo, chief of the song pluggers' union, by BMI is expected to facilitate further name bands' acceptance of BMI scores.

NBC's Lovely Spots

NEW YORK, May 11.—Revenue [illegible] the month of April from the 15 stations programed by National Broadcasting Co. amounted to $529,116 in spot and local sales. This is a new record, and constitutes an increase of 36 per cent over April of 1939. According to James V. McConnell, NBC national spot and local sales manager, the jump in April continues the upward trend of the record-breaking first four months of 1940, during which time spot and local revenue for the 15 stations reached $1,975,078, an increase of 34 per cent over the first four months of 1939.

SHEBOYGAN, Wis., May 11.—Edwin J. Cunniff resigns June 1 as manager of WHBL here to assume a similar post at WKBH, La Crosse, Wis.

Studio Light Red; Nancy's Face Ditto

CHICAGO, May 11.—Nancy Martin, *Club Matinee* vocalist, and Jack Baker, tenor, were harmonizing a duet in the NBC corridors the other day. Waxing enthusiastic over the harmony, Nancy suddenly decided to check her pitch, so she barged into Stulio B, where she found the four singing Vagabonds assembled.

"Give me D, boys," she demanded. The Vagabonds and announcer Don Dowd glowered at her. "Okeh, I'll get it myself," she snapped, and marched to the piano. "Dee, dee, deeeeeeee," she warbled all the way out. There she looked at the sign above t[illegible] studio door. Th[illegible]ed light was [illegible] She had walk[illegible]o a show that [illegible] air.

Radio Talent

New York By JERRY LESSER

AGNES MOOREHEAD is to be credited with one of the most poignant performances of the radio season with her interpretation of Nancy Hanks on *Cavalcade of America*. I think it unjust, tho, that the performers who portrayed Tom Lincoln and young Abe were not credited. . . . ARTHUR VINTON has been tested by MGM. Arthur has been seen in many pictures as a heavy. . . . With a play recently completed and a book on acting well under way, SELENA ROYLE, leading woman of *Woman of Courage*, is considering returning to the stage. . . . MITZI GOULD, of *Life Can Be Beautiful*, has acted with the French Theater of New York, but when she's angry she lapses into Hungarian. She had a Hungarian nurse when a child and was greatly impressed with words the nurse used. . . . ARTHUR Q. BRYAN, who has a light comedy role in AL PEARCE'S new series, weighs 241 pounds.

* * *

Rudy Vallee is planning to do a historical fantasy on the sale of New York by the Indians to the Dutch for $24 when the program moves east in June. . . . Penny Singleton, star of the "Blondie" series, will have her ribs taped for two more months as a result of a recent motor accident. . . . Joan Blaine's starring series, "Valiant Lady," will be handed a 52-week renewal contract, making the new expiration date May 30, 1941. . . . Ken Roberts is the new announcer on "What's My Name?" This season's crop of radio actors has gone in for babies in a big way and a goodly portion of them live on Long Island. Must be something in the air.

Chicago By NORMAN MODELL

JOE "CURLEY" BRADLEY, of the Ranch Boys trio, is now featured soloist on *This Amazing America*. . . . BILL LAYDEN has acquired three new sponsors for *Make Believe Danceland:* Steinway Drugs, R-B Clothing and Erie Clothing. . . . HALLOWEEN MARTIN was one of the beauty contest judges at the Michigan Blossom festival. . . . Newest addition to the WBBM announcing staff is GEORGE R. GUYAN. . . . New producer of *Mary Marlin* is FRANK PAPP. . . . RANSOM SHERMAN had to do double duty this week, taking over Garry Moore's half of the *Club Matinee* stints while Garry visited his parents in Baltimore. . . . ED PRENTISS was given the role of Col. Francis Welch in the *Story of Bud Barton.*

* * *

Role of Captain Barney on "Showboat" has blue-penciled Hugh Studebaker's contemplated trip to California. . . . Zenith television broadcasts forced off the air temporarily because a camera broke down. . . . Paul Rhymer, stuck for an idea for "Vic and Sade," decided to have a bout with par. Resurrecting his golf shoes from their winter cache, he discovered he had wound up his last game last fall with one brogan his own, the other his partner's. Whereupon he forgot about par because he got an idea for an episode.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

GILBERT RALSTON has become network program manager of Compton Advertising, Inc. Hal James is local program manager and Storrs Haynes has been added to the program staff. . . . Joan Wattlay, of J. Walter Thompson, has joined the exodus to *PM*. She is the third to go. . . . Young & Rubicam on Monday (13) begins a "new" type of audience participation show for Calumet Baking Powder over WGN, Chicago. Called *What Do You Know?*, it will have only femmes as participants, with emsee Alan Scott the only male. A quarter-hour session Monday thru Friday. . . . Tom Harker, formerly with Curtis Publishing Co. and Edward Petry, has joined World Broadcasting System. Will be on the sales staff. . . . Lief Eid, of NBC press department, going to Bermuda for a couple of days in connection with his television work. Promises to come back with a red nose. Sunburned, that is. . . . Broadcast Music, Inc., which now has a staff of 35, has accepted Frank Luther's song, *Our Old Friend Will.*

* * *

Lisa Sergio's "Column of the Air" on WQXR has been sold to Fels Naphtha, thru Young & Rubicam, for 13 weeks. Deal is for Mondays and Wednesdays, remainder of the week being sold previously to Botany Worsted Mills. . . . A. K. Spencer, of J. Walter Thompson, building a new home in Darien, Conn. . . . Sonata composed by Raymond Gram Swing will be played Sunday (19) over Mutual, with Alfred Wallenstein conducting. . . . Mary Small now starring on Shinola's "Lincoln Highway," following Burgess Meredith, Ethel Barrymore and Betty Fields. . . . Johannes Steel's short, "Norway's Fate," was previewed at the Preview Theater Wednesday (8). It is the first of a series of 10 shorts he is making.

From All Around

PHILADELPHIA NOTES: Alan Scott calls back his resignation, deciding to stay at WCAU. . . . Alexander Co., local clothing concern, readying a fling in local radio, Herald Advertising Agency getting the account. . . . Ed Roeker, for- er network singer, now at Frank lumbo's here. . . . Joe Frasetto, WIP ff maestro, entertaining an offer m Music Corp. of America to handle his outside bookings. . . . Benedict mbel Jr., WIP prexy, was re-elected that post at the annual stockholders' meeting. . . . Gimbel returned from a short stay in Connecticut, where he visited his son, Teddy, a student at Rumsey Hall, Cornwall.

* * *

Shorty Sutton and the "Original Melody Ranch Radio Show" now on the Red and Blue from WGAL, Lancaster, Pa. Includes Cyclone Kid, Bashful Larry, Arizona Pete, Kansas Johnnie, Texas Slim, Lee Fuller, Bullfiddle Joe, Twilight, Sunset, as Peggy, Montana Bett Dorsey, and Leola Sutton, Tex Alan. ed by Shorty Sutton and

Notes from KDYL, Salt Lake City: KDYL sports commentator Nelson McIninch, inveigled into entering an amateur contest at a local theater recently, fooled everybody by singing, instead of doing a sport broadcast. He won first prize! . . . Myron Fox, KDYL sales director, has begun a new series of sales meetings for his staff. Guest speaker each week is a sales manager from one of the city's retail sales organizations.

Al Nelson, manager, and Milton Samuel, press manager, of KGO-KPO, San Francisco, are receiving congratulations for winning *The Billboard's* award for the outstanding exploitation endeavor by a radio station last year. . . . Bob Anderson is now news broadcasting over KSFO, San Francisco. . . Jeff Baker, KLZ, resigned to become assistant program director of WTAR, Norfolk. . . . Bruce Chick has been added to the announcing staff at CKLW, Detroit. . . . Ethel Berman is handling publicity for WJBK, Detroit, succeeding Frank Perkins, who has *The Cynic* program on the air. . . Everett Howard, announcer, has become program director

(See FROM ALL AROUND on page 30)

Our sincere thanks to The Billboard . . .

Our sincere appreciation to our good friends the newspapers and publications throughout WLW-land whose confidence in our station and whose belief in the integrity of our exploitation have made it possible for us to receive this recognition.

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Program Reviews

EST Unless Otherwise Indicated

"Who Knows?"

Reviewed Monday, 10:15-10:30 p.m. Style—Drama. Sponsor—Griffin Mfg. Co. Agency—Bermingham, Castleman & Pierce. Station—WOR (MBS network).

About the most implausible breed of stories are those found either in pulp magazines or in accounts of psychic phenomena. Griffin shoe polish has elected to base its radio series, *Who Knows?*, upon the latter. Judging from the program caught it's not very much of a nothing and by no means impressive as a sales effort. It's hooey with a front, the front being Dr. Hereward Carrington, an expert on things psychical. Jack Johnstone produces, the trouble being that the production and acting are too good for the vehicle. Incidentally, altho Dr. Carrington's name is announced several times on the show, it's impossible to make it out.

Show caught dealt with a couple of white folks "desecrating" an idol and narrowly escaping death as a result. An Oriental puts a curse on the American, who returns it with thanks. Due to "repercussion," as Dr. Carrington explained, the curse bounced back and did the poor Oriental in. Sounds like a tale from the *Case Histories of Evil-Eyed Finkle*.

Commercials long and routine, but production very good. *Franken.*

"Where Are You From?"

Reviewed Wednesday, 8:30-9 p.m. Style—Novelty. Sustaining on WOR (MBS network).

Initiated on WQRX, New York, this is an out-of-the-ordinary and diverting program and there should certainly be no doubt that it's original. Program features Dr. Henry Lee Smith, 26-year-old Columbia University lecturer, who tells people where they're from after hearing them talk. Pattern is to have people pronounce certain words—merry, marry and Mary and greasy (as to whether it's greazy or greassy), for instance, and then to have the doc have his guess. On the program caught he managed to guess wrong fairly consistently, but it in no way spoiled the entertainment provided by the show.

Seems obvious, however, that one phase should be added if possible; that is to give the correct pronunciation of words, either those used by Dr. Smith or a batch of new ones each week. Varying the words used to examine the visitors will also help. *Franken.*

"Take It or Leave It"

Reviewed Sunday, 10-10:30 p.m. Style—Quiz. Sponsor—Wahl Eversharp Co. Station—WABC (CBS network).

Variations of the straight out and out quiz formula never seem to cease, and one of the more recent is Eversharp's *Take It or Leave It*, emseed by Bob Hawks and a program on the plus entertainment side. Contestants are asked seven questions, getting a dollar for the first correct answer, prizes doubled with each question, last one being worth $64. If the answer is wrong, contestants forfeit all their winnings, which go to a jackpot, but they still get their free fountain pen. However, a quizzee may stop whenever he or she desires and take the winnings accrued up to that point.

Studio audience has much more fun than the radio audience, but much of the localized enjoyment is projected thru the loudspeaker. Hawks does a good job on pacing, but injects himself into proceedings too much and goes thud occasionally with corny gags.

David Ross is effective with the selling chore, but there are too many commercials, Hawk lauding the product each time a new contestant comes to the mike. *Franken.*

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"The Revuers"

Reviewed Tuesday, 9:30-10 p.m. Style—Musical and novelty. Sustaining on WJZ (NBC-Blue network).

Half of this program was ruled out for New York listeners by a local WJZ commercial, with the program caught on an NBC monitor in the NBC studios. Missing the half was no great loss for those who didn't get the opening 15 minutes.

The Revuers are five youngsters—Adolph Green, John Frank, Alvin Hammer, Judith Tuvim and Betty Comden—who within a short time have skyrocketed, acquiring a rep for smart material and clever delivery. Talk in radio was that the material was too smart, and perhaps that accounts for the poor lines on the show caught. At any rate, it was really sorry stuff, corny and uninspired. This was especially true of the dialog and script portions requiring the services of Charlie Cantor as a milquetoast. Cantor, one of the most versatile radio players in New York, worked like a Trojan and got over lines few other performers could do. He was first-rate.

Program satirized night life. There were only a few amusing spots, one a satire on the Harry Richman type singer and another dealing with a flop playwright. Last bit, however, was so overdone and so drawn out that it spent itself and became annoying.

Adding pleasant relief is Eleanor French, a newcomer to network singing ranks who, altho showing the obvious inexperience to be expected, gave quite a favorable impression. Tonally she is quite pleasing, and her diction is far above average.

Revuers deliver well and with a deft satirical touch, but even that can't circumvent creaky lines. *Franken.*

Spotlighting the News

Reviewed Sunday, 11-11:15 p.m. Style—News. Station—Sustaining on KYW (Philadelphia).

Straight up-and-down last-minute headlines with an interspersing of stories of men who are making the moment's news is the pattern followed by William Lang for this local news shot. With diction clear and true, he sorts out the news ticker to give local highlights, then jumps overseas, back to the items of national import, with the wind-up devoted to capital news.

Has no trouble holding the dialer's attention. Airs weekly on sustaining basis, but that standing rates a change to the commercial ranks. *Orodenker.*

"Show Boat"

Reviewed Friday, 8-8:30 p.m., CDST. Style—Variety. Sponsor—Brown & Williamson Tobacco Co. Agency—Russel M. Seeds. Station—WENR, Chicago (NBC-Blue network).

This ciggy company went to market and came back with a new name, but the show is still *Avalon Time*, minus Cliff Arquette. This is not to say that the show isn't good; it is. Yet it is questionable to arouse listeners' memories with a noted show name and then entertain with something less magnificent. Interesting to see whether this show will be able to ride on the reputation of its predecessor.

Best feature is Beulah, the colored cook, product of Marlin Hurt's vocal chords and a good scripter. Hurt, who is Dick in the Tom, Dick and Harry vocal trio, has something in Beulah that might click big. Dick Todd and Virginia Verrill supply the vocals and do well enough. Captain Barney is played well by Hugh Studebaker. Show bills two orchestras, Bob Strong's dance band and Bob Trendler's Show Boat orchestra. Not enough time to do justice to either aggregation.

Chief flaw in program undoubtedly derives from this lack of time. No chance for fanfare. No chance for threads of continuity to weave the illusion of *Show Boat* from the individual acts. No chance to create more than a flimsy shell. Called *Show Boat*, it is dwarfed by comparisons with the past. As just a show it isn't bad at all, tho. *Modell.*

"Swing-O"

Reviewed Sunday, 8:30-8:55 p.m. Style—Musical quiz. Sponsor—Philip Morris. Agency—The Biow Co. Station—WABC (Columbia Broadcasting System).

Swing-O debuted Sunday as a fair-to-middling musical quiz with a money and cigaret giveaway by Philip Morris. Program is introduced by Johnny the Call Boy, and has a talent line-up including Johnny Green and orchestra, Ray Bloch's Swing Fourteen, and Beverly, the last named a vocalist.

Program is okeh musically, Green and his boys playing well-arranged music and the Swing Fourteen delivering pleasant warbling. Beverly not impressive.

Quiz idea did not seem particularly strong. It calls for finishing a brief verse, the last line of which contains the title of a song. The preceding lines are read and the orchestra plays a few bars of the tune whose title should be in the finish line. On this opening program the quiz was easy, but no doubt it can be made more difficult.

Correct guessers in the quiz get $5 and a carton of cigarets, and sponsors pays $5 for rhymes used.

Plugs were not excessive. *Ackerman.*

"Young Dr. Malone"

Reviewed Thursday, 2-2:15 p.m., DST. Style — Dramatic. Sponsor — General Foods Corp. Agency—Benton & Bowles. Station—WABC (CBS).

Like most daytime serials designed for femme consumption, *Young Dr. Malone* is predicated upon the fact that the I. Q. of the listening housewife is on a low level. No better or worse than most of the daylight mellers, this strip treats of the adventures of a young medico who deserts a small-town practice in favor of a New York hospital post. Inspiration for this serial is probably the *Dr. Kildare* movie yarns.

As in many day dramas, the characters here are either too good or despicable dastards. In comparison to Mrs. Hughes, played by Isabelle Elson, the witch in *Snow White* is as innocent as Elsie Dinsmore. Alan Bunce as Dr. Malone, Elizabeth Reller as his wife and nurse, and Mary Coleman as Alice speak their lines in alternating angelic and resolute tones befitting their characters.

On program caught Alice, whom Dr. Malone had fished out of the river an hour before her cheeild was born, related her sad, sad predicament via flashbacks.

Opening commercial interminably long; Ted Pearson's closing shot shorter but still too long. *Cohen.*

Rainbow Rhythms

Reviewed Thursday, 12:15-12:30 p.m. Style — Musical. Sustaining on WIP, Philadelphia.

The varied colors of the spectrum brought to life thru the medium of modern melody is the intent of this weekly sustainer offered by Joe Frasetto and his house band here. Tootlers acquit themselves

(See PROGRAM REVIEWS on page 30)

How's Your Math?

NEW YORK, May 11.—Leon Goldstein, of WMCA, whose three catchless fishing episodes were detailed here last week, broke the ice last Saturday and got his first trout. He travels 300 miles each time he goes fishing, and got this one on his fourth trip.

When he brought home the prize (eight and three-quarter inches) his wife figured out that one itty bitty fishee cost him $77.25.

Now figure out how much per inch it is.

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

Five Points Varieties, an all-Negro variety show, is rapidly gathering a huge listening as well as seeing audience over KFEL. Broadcast from the stage of the Roxy Theater in Denver's Negro district each Saturday at midnight, show is pulling full houses at the theater. JIMMY RUFFIN, emsee, did a similar turn on the *Vine Street Varieties* in Kansas City, Mo. Music is furnished by HOAGY HARPER, who uses a 10-piece jive outfit, and various colored bands in this area will be used from time to time. Other talent is recruited locally and as show progresses talent will be imported. Announcements are sold on the program on a participating basis.

With a 15-cent admission and 500 average attendance, which takes care of most of talent nut, Owner ABEL DAVIS, of the Roxy, looks to profit on sale of announcements, since he buys block time at low station rate for that hour. Attendance mostly Negroes, but white audience is growing, due to the fact show is new and different and offers a real jive session. With night clubs and taverns closing at midnight Saturday, whites have a place to go for additional hour's entertainment. *H. T.*

* * *

JACK BENNY and his writers tried to satirize FRED ALLEN'S program on the Benny show Sunday (May 5) and the results simply proved that Allen may be easily burlesqued but not easily satirized. There is a tremendous difference between drawling nasally as Allen does and drawling with the same keen wit; there is a great difference between a hoked-up version of a program and an oblique and caustic version of the same program. Benny and his authors might well listen to some of the Allen satires on *Information, Please; Pot o' Gold* et al. to find out just how it's done. It was pretty sad and heavy handed.

WOR's New Comedy

NEW YORK, May 11.—WOR is lining up a new comedy series to start shortly, featuring Senator Ford, Harry Hershfield and Jay C. Flippen.

Starting date and format not completely set. Station recently started a *Comedy By* series, featuring guest funnymen, but it was a sleeper.

N. Y. Football Giants Ask $2,500 Per Game

NEW YORK, May 11.—New York Football Giants are increasing the price of sponsorship of their football games. Figure last year was around $1,500, team this year asking $2,500 for each of seven home games.

Playoff games are being thrown in by the Giants as a bonus to the advertiser—that is, if the team gets in a playoff.

CBS Renews Murray

NEW YORK, May 11.—Lyn Murray's contract as choral and orchestra director has been renewed another year by Columbia Broadcasting System. Extension marks Murray's fifth year with the net. In addition to Murray's musical assignments on *Ellery Queen, Hit Parade* and various sustaining programs, he will return to the air via transcription for Gruen Watch Co. Gruen plans t[o] return over 300 stations with a 15 minute wax series of pop songs featurin[g] the Murray Choir, Audrey Marsh an[d] Jerry Cooper, with organ accompanimen[t] by John Gart.

J. D. Stern Shopping

PHILADELPHIA, May 11.—J. David Stern, publisher of *The Philadelphia Record* and *Camden* (N. J.) *Courier*, and former publisher of *The New York Post*, is readying for a fling in radio, applying with the FCC for permish to buy WHAT, part-time local station owned by Bonwit-Tellers, classy ladies' dress shop. WHAT was formerly owned and operated b[y] *The Philadelphia Evening Ledger*. I[f it] gets approval, plan is to apply fo[r a] wave length to give the station f[ull] operation.

Conducted by DANIEL RICHMAN—Communications to 1564 Broadway, New York City

…HERMAN THE COMING BAND

…802, N. Y. Hotel …n a Test Suit

St. Moritz guilty of $1,300 kick-back—court action—not unfair list

NEW YORK, May 11.—In its first court test to prosecute a kick-back case as a criminal offense Local 802, AFM, proposes to sue the St. Moritz Hotel and S. Gregory Taylor, managing director of the hotel, for allegedly underscaling Juan Makula's Band $1,300 during 13 weeks of an engagement, according to Max L. Arons, chairman of the union's trial board.

St. Moritz was found guilty in absentia by the trial board April 20 and was ordered to produce the sum in question in a week or be placed on the unfair list and precluded from hiring union musicians in the future. Taylor, however, has been adamant in his denial, stating … were no shady practices between …tel and the band, and declined to … money.

… of putting the hotel on the …st, which is the accepted prac… such cases, Arons said that the … would prosecute under the new …-back law which went into effect last …r making such practices a criminal …t, and would attempt to collect the money in that manner.

During the time of the trial Arons claimed that the band was paid $100 a week less than scale, altho checks were made out to the musicians in the full …um of scale, deductions allegedly being …de when the checks were cashed on … premises.

Altho legal action has not been started, Arons stated that attorneys for the union are now drawing up the papers.

Remotes Get That Commercial Touch

NEW YORK, May 11.—Presaging what may be a new development in the preparation of dance remote shots from location dates, attention is now being centered around "commercializing" hotel sustainers with prepared scripts in the manner of a sponsored program.

First ork leader to try this new phase of exploitation is Gray Gordon, experimenting with his five weekly NBC shots from the Green Room of the Hotel Edison here. This has had the unofficial blessing of the NBC program department, despite the surprise of the various announcers who come to the hotel ready to ad lib. the broadcast as in the past and find a regular script to work from. Artie Pine, Gordon's manager, is writing the Gordon scripts.

According to Gordon, the work entailed in writing a daily script is made worth while by the fact "that each program is a commercial audition for the trade and the public." Program has dialog treatment for Gordon; Meredith Blake, the vocalist, and many of the boys in the band, without necessarily bringing in instrumental specialties.

Results Watched

The trade is watching the results of the Gordon sustainers, and if they meet with success it is the consensus that other leaders will follow suit. Pointed out, however, are the obvious difficulties of hiring a script writer and stenographic help, and extra rehearsals for the band to develop better projection and maintain vocal as well as musical balance. In addition, leaders and musicians will have to learn a different style of mike technique, which, it was pointed out, should not be too difficult because of …heir constant appearances on the air.

These shortcomings, however, Gordon …ints out, are easily overcome on his …gram, since the work is turned out …is regular office. He maintains that, … build-up is successful, he and the …will be able to step in right away …ut first having to learn the rudi… of radio.

And Then I Didn't Write

NEW YORK, May 11.—Dave Dennis, new maestro at Jack Dempsey's Broadway Bar, at least has a sense of humor about introducing a song with a familiar melody.

The other night, when announcing a new song that had some familiar musical strains, he wound up his comment with "we are playing this by special permission of the copycat owners."

Celebs at Courtney Park Central Hotel Opening Gassed Out

NEW YORK, May 11.—An abrupt end was brought to Del Courtney's opening in the Cocoanut Grove of the Park Central Hotel here last Wednesday (8), when an exploding gas main in the street 26 floors below forced an exodus from the room of a particularly celebrity-studded opening night crowd. Seepage from a burst water main caused the explosion, which shattered windows of the hotel up to the fourth floor and permeated the whole place with a strong gas odor.

The blast was unnoticed in the Cocoanut Grove, where a crowd that included, besides the "regulars" of the music publishing and band office gentry, Joe E. Lewis, Estelle Taylor, Abbott and Costello, Dixie Dunbar, Henny Youngman and other celebs, was welcoming Courtney and his band back to New York after several months in Southern territory.

As the gas smell, plus the danger of a possible second explosion, increased the customers were asked to leave. The exodus came in the midst of Courtney's introduction of celebs, with no one paying a check and many not even stopping for hats and coats in the checkroom, preferring to reclaim them next day rather than stay any longer than necessary in the gas-infested building.

The band stuck it out, in true trouper fashion, with Courtney not even aware of the reason for the crowd's sudden departure until the room was almost empty.

Ex-Band Leader To Manage Pleasure Beach Ballroom

BRIDGEPORT, Conn., May 11. — Don Felix, local band leader, has given up his ork to take over the management of the large ballroom at Pleasure Beach Amusement Park here, municipally operated spot, whose season opens May 19 with Glenn Miller doing the honors.

A policy of name bands on Sundays and holidays will prevail, local bands during the week. Bill Burke formerly managed spot.

Young America Selects Heir Presumptive to Swing Crown

Jan Savitt second in college kids' opinion of band most likely to reach the top—Bob Chester finishes a close third—five swing bands among first 10

NEW YORK, May 11.—In an effort to gauge the box-office value, either real or potential, of the up-and-coming bands trying to scale the success heights *The Billboard*, in its third annual survey of collegiate preferences in music and orks, posed the following question to the editors of 108 college and university papers in 40 States thruout the country: "Which one of the newer crop of dance orchestras does your student body consider most promising and most likely to reach the top?" Out of the welter of names, both nationally and merely locally known, that were offered stands that of Woody Herman, upon whom was bestowed the accolade of the crown prince of swing, the heir presumptive to the dance band throne, by a large majority of the colleges participating in the poll.

Thirty-nine orchestras in all were mentioned by the editors as their nominations for the outfit most likely to wear the royal purple in a short time. Of the 39, more than half are national names, the remainder being local aggregations whose ability apparently impresses the particular schools they play as being of sufficient quality to carry them up the ladder. Herman's victory (some of the more cogent reasons for which will be quoted later) was a clean-cut, decisive win, as were the achievements of Jan Savitt and Bob Chester in finishing in second and third places. Following the leaders in succession were Orrin Tucker, Dick Jurgens, Charlie Barnet, Gene Krupa, Harry James, Del Courtney and Raymond Scott.

In the group behind these first 10, excluding local favorites, were Skinnay Ennis, Teddy Powell, Johnny McGee, Dick Stabile, Tommy Reynolds, Everett Hoagland, Gray Gordon, Johnny Messner, Mitchell Ayres, Lawrence Welk, Tony Pastor, the McFarland Twins, Pinky Tomlin, Dean Hudson and Carl (Deacon) Moore. Names are not listed according to position, most of the bands back of the first 10 having been voted for by only one student body in each case.

Booking Office Guide

The purpose of this particular facet of *The Billboard's* examination of young America's musical tastes is to render a service to band booking offices, to show them that despite the flurry of excitement that accompanies the Broadway debut of a new ork—the appellations of "terrific" that are leveled by the music trade at some particularly good outfit embarking upon its career in a typical "trade spot"—the final estimation of a band's potential value lies in its acceptance by the public. And in the band field a large part of that public is made up of college kids.

In order to make the distinction between bands established in quality, popularity and reputation and those just skirting the fringe of solid success, the word "newer" was used in the question. In the case of some of the outfits named for future hitdom that term is perhaps a misnomer. Herman has had a band for a number of years; and the selections range, in point of time a band has been storming the portals of success, from years to several months. Length of time an ork has been in existence, therefore, was less a factor than the ork's present position in the band picture.

Revealing Reasons

Just as interesting as Joe and Jane College's selections of the most promising among the up-and-coming bands are the reasons for their choices. In most cases they reveal legitimate, intelligent thoughts based upon a clear appraisal of the musical factors involved. Some of the opinions that placed Herman at the top of the "newer" band heap follows:

Prom-goers at the University of Chicago find that Woody "has a special aptitude for playing blues music without getting too melancholy . . . arrangements are comparable with those of Ellington's." Bates College thinks that "his constant improvement, his vastly improved trumpet section, the versatility of the rhythm section and the real kick of Woody's own blowing will put the band on top." "A style similar to that of the present band crop, but enough individualism to make him stand out," opines Pennsylvania State College, while Fenn College sort of sum…

Lincoln Spots Pull Well; Clinton Tops

LINCOLN, Neb., May 11.—Money poured into dance spot tills during the past week, with Larry Clinton in the University Coliseum celebrating the second anniversary (1) of the Student Union, topping with $1,400. Tickets advanced at $1.30 per couple, and were available at the door for $1.60.

Herbie Holmes opened R. H. Pauley's new acquisition, the Antelope Park Pavilion, at 40 cents per person, on a cold night, but evened the house with a little to spare at $250. Date (2) was too close on the university blowout to get fullest play.

Jimmy Joy, three days (3-5), at Pauley's Turnpike Casino, from 25-55 cents per person, got $650, not bad. Take on Lloyd Hunter at King's (4), at 25-40 cents, was $175, oke. Two days (4-5) with Earl Gardiner at Pla-Mor brought in $375, pretty fair.

* * *

LINCOLN, Neb., May 11.—Furthering the ballroom improvements which have been made here since the first of the year, Mrs. Matt Kobalter had her Pla-Mor completely re-ceilinged with a sound cushioning board preparation which adds a lot to the music. Job is in the $3,000 bracket. King's Ballroom, recently re-opened, had about $5,500 spent on its interior.

Atlantic City Tootlers Up in Arms Over Summer Job Stealing

ATLANTIC CITY, May 11. — As the opening of the summer season approaches once again action foments at the local musicians' union to keep out-of-town musicians from swarming into the resort and snatching available jobs from the home-town tootlers.

Complaint isn't against name bands with drawing power and national reputations, local allowing them to play engagements here as long as they pay the traveling tax into the union's coffers. Instead, complaint is against outside musicians who hold local cards, especially the Philadelphia boys. Union doesn't accept transfers for working privileges, and out-of-town boys have been joining the local union to insure jobs here. While the Philadelphia union has jurisdiction over other South Jersey resorts, Atlantic City has always had its own union restricted in jurisdiction to this resort.

50-50 Membership

As a result, local membership is half-and-half, with resident and non-resident members. Local boys are beefing that a musician may live here all year round, pay his $8 dues and be a full member, while a musician may live and work in Philadelphia all winter long, send in his $8 a year and be allowed to come here as a full member at the beginning of the season. Situation results in out-of-town cardholders sitting in on all jobs not monopolized by the big name bands.

Further, two prominent beach-front hotels, it is pointed out, employ Philadelphia leaders who bring their men with them instead of hiring local lads. These out-of-town members, the localites charge, are never seen here all winter except on union voting days or perhaps a holiday at the resort on their own. But by the time summer rolls around the resort is full of them, all working, while at least half of the home-towners are out of work.

it up with the terse comment, "He's got it."

Jan Savitt's shuffle rhythm seems to have helped greatly in landing him in second place. "His music is so very danceable, and his singer, Bon Bon, is the best in the business; his shuffle music is the happy medium between knock-down swing and music played in the sickening Lombardo style," according to the gals at Texas State College for Women. Jan is "outstanding in the minds of the students" at Rice Institute, and "shuffle seems to do it." University of North Carolina likes him because he "plays hot, also good sweet music," while Catholic University of America goes for Savitt's "danceability."

Chester's "Smashing Style"

University of Minnesota doesn't mince words in referring to Bob Chester's "smashing style displayed during an extended engagement at the Nicollet Hotel (Minneapolis), where he drew a large campus following." Brief, but to the point, is Northwestern University's comment: "Solid arrangements." Virginia Polytechnic Institute, Duke University and Northeastern University like Chester's "similarity to Miller style" and stress his "smooth arrangements." "A good all-round band and a marvelous canary in Dolores O'Neill" is the way Haverford College puts it. American University holds that his music is "very good to listen to as well as to dance to," while "novel arrangements on the sweet side" make him a fave with Yeshiva College.

Louisiana Polytechnic Institute shows a tendency toward minute dissection of bands in claiming a fondness for Orrin Tucker because "the introductory bars of each Tucker recording are met with approval." Another school in the same State, Louisiana State University and A. & M. College, goes for Orrin because of "wee Bonnie Baker and a string section." Selection of Raymond Scott is justified by the University of Wisconsin on "the basis of his first few recordings," illustrating again, incidentally, the importance of disks, inasmuch as Scott's new band has never played in-person dates and has had a CBS sustainer only a couple of months. C. C. N. Y. Business School is another Scott admirer because of "his proven ability to play both original and so-called 'classic' compositions."

Barnet's Records

Charlie Barnet gets the nod from State University of Iowa because "his specialty records are so quotable and singable," while "his records stamp him as the best comer of a crop of good bands . . . he is torrid . . . the one white band that plays like a colored organization," in the opinion of the University of Missouri. Harry James' "personal ability," plus the fact that his ork "is getting in shape, smoothing off the rough edges," gives maestro James the edge with the University of Vermont, and "his fine trumpet" puts him at the head of the Texas A. & M. College's opinion of the most promising new ork. Washington State College votes for Gene Krupa because of his "rhythm, fine arrangements, little solo stuff, such as Goodman's clarinet."

Next week The Billboard carries these direct quotes from collegiate editors further, altho along different lines. Asking the editors to tell which bands proved the most popular with their student bodies when they played the particular schools during the current year, and which outfits engendered the greatest disappointment, we received a batch of comments that make the most vitriolic drama reviewer look like a novice.

The reasons for and against certain bands, both big and small, reveal the critical attitude taken by the college kids, particularly when they are paying out good money for an orchestra. Be sure to read these campus toasts and roasts, rappings and ravings in next week's issue of The Billboard.

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Orchestra Notes

By DANIEL RICHMAN

Broadway Band Stand

LEO REISMAN opens May 23 for the summer at Ben Marden's Riviera atop the Palisades, which gives the William Morris office eight local spots for their orks. . . . BOBBY HACKETT winds up his several months' disagreement with HORACE HEIDT by leaving the band June 14 to organize his own crew for the second time . . . it'll be a seven-piece outfit . . . another embryo small combo is to be headed by TEDDY WILSON . . . sepia ivory pounder scrapped his entire large ork, and starts rehearsals next week with a six-piece set-up, which will break in at a spot far from New York . . . DICK KUHN winds up 80 weeks at the Hotel Astor's Broadway Cocktail Lounge to open the season at the Ritz Carlton, Atlantic City, on the 22d . . . RON PERRY replaced BOB NORRIS at the Hotel Belvedere, latter going into the Belgium Pavilion at the world's fair on the 18th . . . TEDDY POWELL makes it a return at the Famous Door June 5 . . . MARGIE STUART is the replacement for PAULA KELLY with Al Donahue's Ork, the maestro also adding the BENTON SISTERS for some vocalilting . . . gals dance as well as sing, with Al intending to give a complete show on one-nighters and theater dates.

* * *

This Changing World

MAX CHAMITOV, pianist with Enoch Light, leaves to go with his former boss, Joe Marsala . . . Glenn Miller adds a new vocalist in JACK LATHROP, who takes over Dick Fisher's place on guitar . . . ZEKE ZARCHY is pinch hitting in the Miller trumpet section while Dale McMickle recovers from a lip operation . . . Bobby Byrne revamped his brass section for his Glen Island opening this week . . . CHUCK FORSYTH, young Cleveland tootler, succeeds Bobby Guyer on second trumpet, with RED DI CATALDO aded on third to bring the brass up to six men including the maestro . . . JACK O'ROURKE, vice Ben Long on trombone, is the only other change . . . COLEMAN HAWKINS steps over from the Bluebird label to Vocalion . . . DICK HAYMES is the new warbler with Harry James' Ork . . . was signed while trying to sell one of his tunes to a publisher, James overhearing his voice and liking it . . . Jan Garber picked himself a new canary, JEAN GORDON, and BETTY ANDREWS replaces Jean Watson with Johnny Kovach's Band . . . JOHNNY GREEN has an addition to his fiddle section in MAC CEPPOS, swing violinist . . . ART PERRY on vocals and FRANK LINALE on trumpet are new to the Gray Gordon tic toc line-up.

* * *

And Points West

KAY KYSER goes back to a familiar stand on the 18th for a monther, the Catalina Island (Calif.) Casino . . . BOB CROSBY takes in the same spot some time in August . . . JOE REICHMAN locates indefinitely at the Hotel Ambassador, Los Angeles . . . June 19 will find HENRY BUSSE ensconsed for an indef period at San Francisco's Palace Hotel . . . BENNY GOODMAN will tootle the score for a new Walt Disney flicker . . . BOB GRANT stops over at Ciro's, Hollywood, May 28 . . . Los Angeles' Casino Gardens hosts JIMMY JOY for a quartet of weeks starting May 9 . . . BILL CARLSEN gets a two-week booking at Elitch Gardens, Denver, June 6 . . . a colored ork billed as SIR OLIVER BIBBS and his New Savoy Band opens a week's stand at the Southern Club, Tulsa, Okla, May 17 . . . the Coliseum Bowl, newest dance spot in San Francisco (with a capacity of 3,500), opens May 24 with GORDON BURDGE'S music on the stand . . . PINKY TOMLIN locates for a month at the State Line Country Club, Lake Tahoe, Calif., August 1.

* * *

Atlantic Whisperings

LOU JAY set for the summer at the Wagon Wheel, Atlantic City . . . and at the same South Jersey resort, BILLY VAN tees off the tootling at the Music Bar, and TOMMY RAVEL transplants his rhythms to Sandy's Belport Inn . . . after a fling at trio-ing it at another local spot EARL (GUMP) COMFORT returned his fiddling to PEDRO BLANCO at the Embassy Club, Philadelphia . . . and in the same Quaker City, BILL GATES is the new music-maker at Tom O'Boyle's Cadillac Tavern and FIORENZA takes rest at Jack Lynch's for the rumba relief . . . JOE MARTIN, who recently quit ABE LYMAN, brings his fiddling and singing to JOEY KERNS' crew at WCAU, Philadelphia . . . Martin is a local lad who left town some years ago as Abe Gollub to join ISHAM JONES . . . Rainbow Terrace of the Covered Wagon Inn at Stratford, Pa., ushers in the outdoor dancing season on Wednesday (15) with LEO ZOLLO for the season's dance beats . . . VICTOR HUGO, current at Little Rathskeller, Philadelphia, closing a deal with string wizard ROY SMECK for a set of Decca disks.

He's Got a Good Case

ST. JOHN, N. B., Can., May 11.—A one-man campaign against dancing, and a demand that the New Brunswick government collect an amusement tax per ticket from public and private dances, have been launched by G. W. Perry, a backwoods legislator from Carleton County.

Perry calls dancing "the curse of the country" and demands that the government ban it publicly and privately, for the rest of the war period, as an evil. If this objective is not reached Perry insists that the provincial amusement tax on all theater tickets spread to all spots where dancing is available.

Thus far there has been no support for Perry in either of his two goals.

GAC Undergoes New Personnel Changes

NEW YORK, May 11.—Continuing its personnel realignment since the last shake-up a few months ago, General Amusement Corp. discharged three more people last week, and the office force went under the management of Ann Richardson, who a few weeks ago switched from Consolidated Radio Artists to GAC.

Under the last pruning the publicity department was wiped out, with the discharge of Ceil Campbell the week previous and subsequently Danny H[illegible]wood, who was let out last week. [illegible] person to be axed was a steno[illegible] in the one-night department.

Under the new set-up, which [illegible] Bob Weems out on the road sellin[illegible] the majority of the time, Miss Rich[illegible]son takes up duties as head of person[illegible] and contract clearance. Warren Pea[illegible] who remains as treasurer of the agency was switched over to the radio sales department, on which the office is now making a concentrated effort.

Hopes To Build Up New Orleans Bands for Road

NEW ORLEANS, May 11. — Marty Burke Club here plans organization of house ork under direction of Julian Laine, vet trombonist, with six side men.

Burke recently placed his wife in charge of the club, and it's her idea that local bands can be created at the spot and sent on the road. Mrs. Burke believes it will take her a year to establish a rep for each ork.

DEAN HUDSON
and His
FLORIDA CLUBMEN
Lance "Toastchee Time"
NATIONAL BROADCASTING COMPANY — WEDNESDAYS — 10 P.M.
(NBC — Trans-Lux Studios — Washington, D. C.)

WMAL—Washington, 630 kc.	WIS —Columbia, 560 kc.	WTMA—Charleston, 1210kc.
WMBG—Richmond, 1350 kc.	WFBC—Greenville, 1300 kc.	WSAV—Savannah, 1310 kc.
WTAR—Norfolk, 780 kc.	WISE—Asheville, 1370 kc.	WJAX—Jacks'nv'lle, 900kc.
WPTF—Raleigh, 680 kc.	WSB —Atlanta, 740 kc.	WSUN-WFLA—Tampa, 620
WSOC—Charlotte, 1210 kc.	WOLS—Florence, 1200 kc.	WLAK—Lakeland, 1310 kc.

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at the Hammond Organ
Cocoanut Grove
PARK CENTRAL HOTEL
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VOCALION RECORDS
CBS
WOR-MUTUAL
NETWORKS
Dir.: William Morris Agency

Music Items

Songs and Such

JOHNNY MERCER and Walter Donaldson co-authored the song, *On Behalf f the Visiting Elmer*, the theme song bout Elmer, the American hero, around hom the world's fair is symbolizing a ome-to-the-fair promotion. Mercer-Iorris on the publishing end.

A 24-year-oldie, *Keep Your Eye on the Girlie You Love*, by Alex Gerber, Howard ohnson and Ira Schuster, is undergoing revival at Feist.

Walter Gross, composer-arranger-maesro, completed two originals for Mills' merican Academy, *Ode to a Landlord* nd *Creepy Weepy*. Frank E. Stafford, ecent winner of a graduate scholarship o the Juilliard School, inked a composing pact with Mills.

Raymond Scott and Ted Fio Rito have aid down their batons temporarily to hurn out the musical score for Ben Marden's Riveria, reopening on May 23. Jumbers include *Minuet Moderne*, *Symphony in White*, *Jazz Societe* and *Valse Dansant*.

Floyd O'Brien, trombonist, and his aestro-boss, Gene Krupa, wrote a new une, *FOB Chicago*. (The initials of the ormer in the song are just a coincidence.)

Gene Autry is doing the chief plugging hores on Irving Field's tear-jerker, *Mem'ries of Mother*.

* * *

LEEDS MUSIC just added a new show business trade tune to its catalog vith *Hit the Road*, the successor to "give im the hook" when an act flopped ontage. Vic Schoen, Don Raye and Hughie Prince did the writing honors.

Remick just released a new Bing Crosby olio, entitled *Bing Crosby's Song Souvenirs*—a year-by-year commentary on the ongs Crosby made famous.

Benearl Music Publishers of Syracuse ust published its first tune, *I'm Not the Marryin' Kind*, by LeRoy Sutter.

AFM Okies

NEW YORK, May 11.—Singer Joey Nash steps forward with probably the most unique capsule description of musicians playing one-night stands. His term for them (with apologies to John Steinbeck) is "musical Joads."

Frank Kelton, former v.-p. of Shapiro-Bernstein, joined L. Wolfe Gilbert on the Coast last week as general manager, but still retains corporate interest in Melody Lane Publishing Co. . . . Ralph Smitman has been added to the song-plugging roster of Lincoln Music. . . . Russ Fradkin is looking after Wolf Gilbert's interest in "My Son, My Son" (from the pic of the same name) in New York. . . . Professional Music Men's Association made more than $16,000 at its Annual Benefit May 4 at the Alvin Theater.

* * *

Publishers and People

MAXWELL WEAVER, New York, publishing Marty Kramer's *Swing Fugue*. Composer of *How Can You Pretend?* which Fred Waring is introducing, is "Tod" Elder. "Tod" is "Dot" in reverse. When not turning out tunes she does a clerical chore for Provident Trust Co. in Philadelphia.

Dave Blum has been named regional director of the Music Publishers' Contact Employees' Union, giving him jurisdiction over song pluggers in the Philadelphia territory.

Durham Forms Own Ork

NEW YORK, May 11.—Eddie Durham, arranger for Jan Savitt, pulled away from the band this week to form his own 15-piece combo, which went into immediate rehearsal.

The new leader, who formerly arranged for Jimmy Lunceford, Artie Shaw and Count Basie, among others, will have an instrumentation of five sax, five brass and four rhythm and will himself double on guitar.

Philly To Host Traveling Or Again, But Spots Must Emplo Localites One Quarter of Year

PHILADELPHIA, May 11.—The long tangle over opening this territory to the traveling band, with the musicians' union at varying times threatening to impose an excessive wage scale to freeze the outsiders entirely, has finally been ironed out. As a result, every location owner in town is a possible prospect for a traveling band without repercussions from the union front, providing, however, that a local band is given employment for at least 25 per cent of the spot's playing time during the year.

Town was once a haven for name bands and promises to be so again under the new provisions. And with the big booking offices now bidding for the spots, it will undoubtedly mean a bumper crop of network remote wires, which will likewise mean employment opportunities for the song-plugging fraternity here who have been twiddling their thumbs between the sporadic bookings of names.

Names Expected

Impetus has already been given to the trend toward traveling tootlers. In addition to the hotel spots, which have been exploiting semi-names all season, two niteries have already given the call to out-of-town music, the new Club Bali and for the first time the 20th Century Tavern. A large batch of names is expected here mid-June when the Republican convention coin promises to overflow after-dark coffers.

Music Corp. of America has held the upper hand in grabbing off spots partial to the traveling tootlers. But with the 25 per cent playing time for locals becoming an actual fact, it will undoubtedly mean the town will become a happy hunting ground for percenters from the other big band agencies, with less emphasis on the exclusive holds. Art Padula, operating the Anchorage Inn, has finally cleared up his difficulties with the musicians' union and is shopping around at all the offices for his band-stand attraction.

Break for Local Orks

It is also interesting to note that an attempt was made at last year's convention of the American Federation of Musicians to put thru legislation making it a national must for spots playing traveling bands to use localites for 25 per cent of the playing time. Local bands are pleased with the turn in events, figuring that they'll get a crack at the network wires when following the traveling bands in, and, more important, bring their own efforts to the attention of New York bookers who previously had no incentive to come here for a listen to home-town products.

First indication of local recognition is the instance of Joe Frasetto, long a local fave but never able to attract the ear of a New York agency biggie. With the percenters now making the town a must stop-over for sales, Frasetto, who is staff conductor at WIP, has attracted the attention of Music Corp. of America, with a deal on fire for the agency to handle all of his outside bookings.

Lombardo for Columbia Pic

PITTSBURGH, May 11.—Guy Lombardo is dickering with Columbia Pictures for a spot in a film to begin production in September, the ork leader informed during his week at the Stanley Theater here. A story based on the life of Jules Stein, of MCA, might form the basis for the film to be produced by Lester Cowan.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

The Billboard COMPREHENSIVE GUIDE TO SONG POPULARITY★

FOR WEEK ENDING FRIDAY, MAY 10

SONGS WITH MOST RADIO PLUGS

INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL

Position Last Wk.	This Wk.
1	1. THE WOODPECKER SONG
4	2. THE SINGING HILLS
2	3. WHEN YOU WISH UPON A STAR
3	4. WIND AND THE RAIN IN YOUR HAIR
9	5. PLAYMATES
—	6. SAY IT
5	7. IN AN OLD DUTCH GARDEN
7	8. TOO ROMANTIC
10	9. ON THE ISLE OF MAY
12	10. LET THERE BE LOVE
11	11. HOW HIGH THE MOON?
8	12. ALICE BLUE GOWN
14	13. A LOVER'S LULLABY
6	14. LEANIN' ON THE OLE TOP RAIL
13	15. SAY SI SI

Acknowledgment is made to Music Dealers' Service, Inc., and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co., and A. C. McClurg, of Chicago; St. Louis Music Supply Co., of St. Louis; Jenkins Music Co., of Kansas City, Mo.; Grinnell Brothers, of Detroit; Volkwein Brothers, Inc., of Pittsburgh; Southern Music Co., of San Antonio; Ault Music Co., of Fort Worth, Tex.; Dawson Music Co., of Phoenix, Ariz.; G. Schirmer of Louisiana, New Orleans; Cable Piano Co., of Atlanta; Pacific Coast Music Jobbers; Sherman, Clay & Co., of San Francisco; Morse M. Preeman, Inc., of Los Angeles; Capitol Music Co., of Seattle; Sklare Music Co., of Portland, Ore.

EAST

Position Last Wk.	This Wk.
1	1. The Woodpecker Song
3	2. When You Wish Upon a Star
2	3. Wind and the Rain in Your Hair
4	4. The Singing Hills
5	5. Playmates
—	6. Say It
7	7. In an Old Dutch Garden
8	8. Alice Blue Gown
12	9. Let There Be Love
11	10. On the Isle of May
6	11. Too Romantic
—	12. Little Curly Hair in a High Chair
10	13. How High the Moon?
—	14. Imagination
—	15. Polka Dots and Moonbeams

WEST COAST

Position Last Wk.	This Wk.
2	1. The Woodpecker Song
4	2. The Singing Hills
1	3. When You Wish Upon a Star
7	4. On the Isle of May
3	5. Wind and the Rain in Your Hair
—	6. Say It
8	7. Too Romantic
5	8. How High the Moon?
10	9. Leanin' on the Ole Top Rail
—	10. You, You Darlin'
—	11. Little Curly Hair in a High Chair
—	12. Playmates
6	13. In an Old Dutch Garden
11	14. Alice Blue Gown

MIDWEST

Position Last Wk.	This Wk.
1	1. The Woodpecker Song
4	2. The Singing Hills
3	3. Wind and the Rain in Your Hair
2	4. When You Wish Upon a Star
6	5. Playmates
5	6. In an Old Dutch Garden
14	7. Let There Be Love
7	8. Alice Blue Gown
12	9. A Lover's Lullaby
11	10. Too Romantic
10	11. Say Si Si
—	12. Say It
15	13. How High the Moon?
13	14. On the Isle of May
—	15. Angel in Disguise

SOUTH

Position Last Wk.	This Wk.
4	1. The Woodpecker Song
2	2. The Singing Hills
3	3. Wind and the Rain in Your Hair
1	4. When You Wish Upon a Star
10	5. Tuxedo Junction
6	6. Too Romantic
14	7. Playmates
8	8. A Lover's Lullaby
7	9. In an Old Dutch Garden
—	10. How High the Moon?
12	11. The Starlit Hour
5	12. Say Si Si
—	13. Say It
15	14. Alice Blue Gown
—	15. I've Got My Eyes on You

SONGS WITH MOST RADIO PLUGS

Position Last Wk.	This Wk.	Title	Publisher	Plugs Net	Plugs Indie
14	1.	IMAGINATION	ABC	38	22
20	2.	WHERE DO I GO FROM YOU?	Mercer	33	3
2	3.	WOODPECKER SONG	Robbins	30	17
7	4.	SINGING HILLS	Santly, J. & S.	24	16
9	4.	SHAKE DOWN THE STARS	Bregman, V. & C.	24	15
5	5.	WIND AND THE RAIN IN YOUR HAIR	Paramount	23	16
1	6.	SAY IT (F)	Famous	21	13
12	6.	MY, MY (F)	Famous	21	9
8	7.	YOU, YOU DARLIN'	Harms	20	25
16	8.	HOW HIGH THE MOON? (M)	Chappell	19	26
18	8.	MAKE BELIEVE ISLAND	Miller	19	6
4	9.	LET THERE BE LOVE	Shapiro, Bernstein	18	30
6	9.	WHEN YOU WISH UPON A STAR	Berlin	18	10
12	9.	ANGEL IN DISGUISE (F)	Witmark	18	6
10	10.	LITTLE CURLY HAIR IN A HIGH CHAIR (F)	Feist	17	35
9	10.	TOO ROMANTIC (F)	Paramount	17	25
13	10.	SAY SI SI	Marks	17	8
3	11.	APPLE BLOSSOMS AND CHAPEL BELLS	Remick	16	8
15	12.	SKY FELL DOWN	Witmark	15	11
—	12.	PLAYMATES	Santly, J. & S.	15	10
—	12.	WHERE WAS I? (F)	Remick	15	8
18	13.	IT'S A WONDERFUL WORLD (F)	ABC	14	17
16	13.	ALICE BLUE GOWN (F)	Feist	14	8
—	14.	MA, HE'S MAKING EYES AT ME	Mills	12	10
16	14.	SO FAR, SO GOOD	Miller	12	9
20	14.	THE BREEZE AND I	Marks	12	4
17	14.	GOOD EVENIN'	Miller	12	0
—	15.	YOURS IS MY HEART ALONE	Harms	11	6
20	16.	CHARMING LITTLE FAKER	Bregman, V. & C.	10	15
14	16.	TUXEDO JUNCTION	Lewis	10	14
17	16.	FROM ANOTHER WORLD (M)	Chappell	10	9
12	16.	I'VE GOT MY EYES ON YOU (F)	Crawford	10	8

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending Friday, May 10. Independent plugs are those recorded on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F", musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH RECORDED TUNES ARE BEING PLAYED IN AMERICA'S 300,000 AUTOMATIC PHONOGRAPHS.

The Reviewing Stand

Hugo Monaco

(Reviewed at the Deshler-Wallick Hotel, Columbus, O.)

MONACO'S combination, consisting of three trumpets, four saxes, bass, piano and drums, with the leader playing violin and with a fetching songstress for the song selling, is a pleasing one, and it already has caught on with the college group which frequents this spot.

As featured singer, Monaco has Dayle Reed, late of the Vincent Lopez and Emerson Gill orks, who sells a song in good style in addition to having a good voice.

Band is neither hot nor sweet, but smacks of both, pleasing both the youngsters and their elders. Don Volpe and Abe Dworkin, trumpet men, had their own band at one time, as did Roger Bruce, one of the saxophone unit. Joe Lippincott is the third trumpeter. Eddie Jenkins, of the sax section, does a bit of the warbling. Don Tate does a good job on piano, while Paul Edwards holds down the drum spot and Ray Christman, besides playing bass, doubles on violin, giving the band four fiddlers.

Monaco's music is solid and modern, yet contains plenty of numbers to please the oldtimers. *Redman.*

Ray Keating

(Reviewed at Glen Casino Ballroom, Williamsville, N. Y.)

KEATING, a friendly frontman with a winning personality, is not of the cut-and-dried variety of band leaders, but works hard, always keeping in touch with the crowd. He talks to them, using the mike more than the baton; fills requests, announces every number, and gives a special brief send-off to all featured solos; introduces band members, and in addition toots an impressive trumpet. His occasional solos are sweet or hot, and sound fine. He puts himself and the band over solidly.

Band's style is strictly variety, including swing, novelties and sweet stuff, but in the present location Keating caters to the young crowd with plenty of rhythmic syncopation. The brass section is most important, with saxes used for smooth melodic effects and the rhythm section for background and occasional standouts. Books carry a wide selection, ranging from current pops and old standards to waltzes, tangos and rumbas.

Instrumental set-up has four brass (plus Keating's featured trumpet), three sax and three rhythm. Every one of the boys does special solos, and noteworthy are the triple tongue trumpet turns. Joe McDonald is outstanding with torrid drums solos. Frankie Witt, pianist, does well with some impersonations and impressions, including a take-off on an old-fashioned nickelodeon. Haydn Davies scores with hot clarinet work, and Tommy Long with solo bass pickings.

The vocal department is pleasingly diversified. Loretta Dunn, an attractive gal, displays good showmanship with her versatile soprano pipes. She packs oomph and color into pops and novelties. Jack Rowe (tenor sax) sounds okeh on the smooth ballads; Tommy Duffy (trombone) handles the smooth-medium tempo numbers, and Tex Mulcahy (featured trombone) puts zest into the blues and novelties. Choir and glee club backgrounds are occasionally used with vocals. *Warner.*

Tony di Pardo

(Reviewed at the Cosmopolitan Hotel, Denver)

IF THIS outfit progresses at the rate it has during the six months since its formation it should do very nicely for itself before long. Di Pardo formerly tooted the trumpet with Joe Reichman, and he has built a sweet selling combination around himself. Band's first engagement at the Jefferson Hotel in St. Louis resulted in a record 12-week run, and it is being held over here.

Instrumentation is three brass, three reeds (all tenor saxes) and three rhythm, with di Pardo on trumpet. Outfit carries a fellow and a girl singer, Charles Rogers and Betty Ellis, each of whom does a nice job both in showing and singing.

Band leans toward the sweet side, and whatever the type of number being done keeps a steady fullness of smooth rhythm going. Outfit is particularly well adapted for hotels or other swank spots and leans toward the sophisticated, society type of sending. What di Pardo lacks in height he makes up in showmanship and looks, for he puts his boys thru their paces with a deftness and smoothness that are reflected in his selling as well as his playing. *Trackman.*

Jerry Delmar

(Reviewed at McGee's 15 Club, Philadelphia)

JERRY aims some day to lead a large 15-piece girls' band of Delmar-dears. But for the time being she's cutting the corner high and handsome with a five-piece crew, selling stellar syncopation rather than the sex.

Band is built around Miss Delmar's dandy pounding at the baby organ, making the electric bellows give both swingy and romancy. Surrounds herself with Annette Adair, violin; Ida Mae Marsh, tenor sax and clary; Helen Seiler, drums, and Boots Mellor, string bass. Except for the stomperoos and swingy selections, which Miss Delmar carries alone, music is mostly pop ballads and rhythm tunes in medley fashion, the sax complementing the fiddle.

Gals are just as proficient in song selling, either in the solo chanting of the maestro or the gals collectively in glee club fashion. Eye appeal matches the hoofing appeal of the music. *Orodenker.*

Herbie Holmes

(Reviewed at Antelope Hotel, Lincoln, Nebraska)

WHEN dancers have once hoofed to the Holmes music they retain in memory above everything else the neat harmony exercises thrown into the mike by the Cromwell Sisters. The trio, all members small, cute and with unlimited snap, means a stampede to the platform every time they face the p.-a. system.

The band, unusually framed, has three violins, three saxes, three rhythm and two brass. The effect is a tasty musical dish and gained here the biggest hand any one-nighting gang ever aroused. This meant all the more because the band, in opening the Antelope Park Pavilion, appeared in a dance place that had declined under musical rule of local bands for the past 10 years.

Cromwell kids, with Nancy Hutson, the featured soloist, trim in voice and a looker, work with the entire band in glee club numbers, also excellent. Gene Babbitt, brother of Harry (Kay Kyser), and Arnold Lewis, a terrific tenor, lend solo voice also. Comedy comes from Wild Bill Smith, a little on the sturdy side, and B. Olswanger, pianist, has not a little credit due him, because it's he who works out the Cromwell arrangements and grooms them. Holmes' entire set-up leaves nothing to be asked, no matter what kind of booking. *Oldfield.*

Jimmy Joy

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

FEATURING saxes, which top his whole band, Joy, specialist in the rhythms which go with long stands, has a good assembly in this 13-people orchestra. Of the 13, 11 actually play instruments, and two, Gai Moran, un-strait-jacketed jitterbug, and Art London, sing.

Regular reed men are given strength by Jimmy's clarinet, with regulars Al Ferguson and Ernie Gollner standouts. Larry Brooks, trumpet, and Bill McRae, trombone, are other features. Band specialty is dance stuff, and very little novelty performance is worked in. Latter is mostly left to Moran, who uses the mike for a hobby-horse. She tends to over-do it, and lacks the spontaneous quality such presentation demands.

Joy has been playing in the major league for many years, and altho he's never reached the blue-chips he's had few failures chalked up against him while standing here and there about the country. This outfit is okeh for park or hotel or any other place he can stay and build. *Oldfield.*

Review of Records

By M. H. ORODENKER

Singing Sides

THE CHARMING chirpers of the charming sex make many a side an item of interest. DINAH SHORE, whose song selling reaches from shore to shore via the airlanes, continues to bring vocal thrills to the Bluebird label, her lullaby singing making the most of *Say It* and *Imagination*. GINNY SIMMS, another sweet singer of songs, rates high for her Vocalion effort on *I Can't Get Started*, a Gershwin ballad that goes back several years, and *My Fantasy*, the accompanying orchestra providing an Oriental setting of odd harmonies and novel instrumental effects for this adaptation from Borodin's *Prince Igor* classic tome.

The screen singers are as potent on waxes as they are on the film's sound tracks. For Decca, SHIRLEY ROSS fashions four sides from the Rodgers-Hart *Higher and Higher* musical score. And with RAY SINATRA weaving the melodic fabric instrumentally, it's the soft and silky sort of singing for *It Never Entered My Mind* with the *Nothing But You* waltz and *From Another World* with *Ev'ry Sunday Afternoon*. The same factory has showcased the emotional voice of MARLENE DIETRICH in an attractive album folder, including some of her screen successes: *The Boys in the Backroom, Falling in Love Again. You Go to My Head, You've Got That Look, You Do Something to Me* and *I've Been in Love Before*. VICTOR YOUNG provides the attractive musical background.

Rabson's Music Box label pioneers with a 12-inch Dance-Sing record, the full-voiced KITTY CARLISLE encouraging the dance as she sings a medley of four songs for each side. The tempo varies with the tune, including rumba and waltz to make it as much a dance medley as a singing session. Bunches *On the Isle of May, Give a Little Whistle, Say Si Si* and *Ev'ry Sunday Afternoon* with the mated side including *How High the Moon, Too Ro-* [illegible] *Fell Down*. It's frankly an experiment that shows no promise of causing any revolution in recording practice. While it's a novel treatment, it's not exactly new.

The Male Voice

BING CROSBY adds to his Decca triumphs with *Devil May Care* and *The Singing Hills*, JOHN SCOTT TROTTER giving instrumental color to the ballads. DICK TODD, Bluebird's vocal entry in this division, whose voice rings too close to the Crosby range to make it comfortable, romps thru a *Cecilia* revival coupled with *Polka Dots and Moonbeams* and *My! My!* mated with one of the most arresting ballad songs of the day, *Moments in the Moonlight*.

For the tenor tones that thrill, JAN PEERCE, the Radio City Music Hall thriller, affords a parlor concert in his four Royale sides of standards, *Ay Ay Ay* and *O Sole Mio*, and better yet, *One Alone* from *Desert Song* and *Without a Song* from *Great Day* and not *Great Boy* as the label errs.

Columbia has two special items of special merchandising appeal for tie-ups with the corner movie house and for avid fans of the particular stars. And they must be avid. EDDIE CANTOR waxes weepy for *Little Curly Hair in a High Chair* from his *Forty Little Mothers* packaged with the lighter lyricizing for *Margie*. And from the Jack Benny melange, Eddie ROCHESTER Anderson, without the polar bear, brings his raspy voice to the wax for *My! My!*, from the *Buck Benny* score, coupling with Shelton (*Some of the These Days*) Brooks' lesser known *Let's Scuffle* rhythm piece.

The Harmonizers

IT WAS inevitable that another label would make an entry with an Ink-Spotted quartet, surprising only that the competition waited so long. Only they should have waited longer, Bluebird's

(See REVIEW OF RECORDS on page 27)

Music in the Air

By SOL ZATT

The New Hutton

WITH her second all-male band organization since temporarily retiring as a band leader four months ago, INA RAY HUTTON (*New Kenmore Hotel, Albany, N. Y., CBS*), hasn't exactly busted loose, but her new 14-piece combo doesn't do a bad job with her first network time in many a moon.

It's apparent that La Hutton has dropped the glamour label from the ork's identification and is concentrating more on music than sex appeal, and the difference is very noticeable. Of course she has little choice on the air, until television becomes a habit with dance remotes, but even at that she seems to be building very little around herself or the response of the hotel audience would have indicated otherwise.

For those who have seen the blond bombshell and her feminine crews in location spots and theaters, it's going to be difficult for Ina Ray to sell pure and simple rhythms after years of displaying leg art and show-stopping gowns. The old effervescence was limited on the air shot caught to the signature song, a vocal break and a session with the congo drums.

Ina Ray has also departed from the orthodox swing style and is concentrating mainly on mildly arranged pops and standards, every now and then breaking loose with a swingeroo to pepper up the sugar a bit. While she displays some air showmanship in the tune selection, spacing the breaks with different types of songs, she uses no specialties whatsoever and the vocal assignments, which are held down exclusively by Hutton, are very sparse—too much so for a well-balanced diet.

The band is still plenty rough—but surprisingly adequate for a crew only four weeks old.

Coffee Without Crullers

PRESENTING one of those night programs that's easy on the ears after an active day, JACK COFFEY (*Hotel Gibson, Cincinnati, CBS*) does a much better than average remote with his "rock and rhythm" styling and melodic quality.

Highlighting his attempts to keep listeners glued to his number on the dial, Coffey gives plenty of variations in the different types of rhythm, and also lends a heavy portion of male and female vocalilting to keep the program at a high musical level.

Coffey's song selection runs the gamut of pops to oldies and in the remaining minutes utilizes what seems to be catching on in public tastes, a Memory Medley of three old-time standard favorites. His selling effort, however, seems to be bunched around one factor, namely music, without any accompanying ballyhoo. Bally is admittedly an essential part of any program in building an audience, but somehow Coffey breezes by very nicely without the use of it.

A Neat Grierfull

JIMMY GRIER (*Wilshire Bowl, Los Angeles, Mutual network*) offers a real musical melange in his early a.m. network spot that is genuinely lively entertainment for that hour of the morning, running from rhythm and ballad tonsiling on alternating numbers to instrumental solos and choral singing of sorts.

Entire show was centered around current pops, voiced to the competent balladeering of Julie Gibson and Ed Morley; but the diversity of the remote made up for the void in the different kinds of songs that should have been presented. It was one of those things which could be picked away at for sinking into stereotyped style at times and hitting a lag which sounded like so much noise; but on the whole the nocturnal session had so many points in its favor that the weaknesses were out-balanced. Anyhow, they should be wiped away with time. Grier has the basic structure of good programing, sells himself and his organization very well and [illegible]

Selling the Band

Exploitation, Promotion and Showmanship Ideas
By M. H. ORODENKER

Sheet Music for Sales

CHRISTINE EDWARDS, whose exploitation interests pay dividends to Consolidated Radio Artists bands, takes a tip from Tin Pan row and modifies a piece of sheet music to suit the tastes and needs of Blue Barron.

The maestro's picture in the appropriate corner, title page for this sheet of music, exact as to size and type, makes use of the band's tag line for the identification, viz., *The Music of Yesterday and Today* with "words" by Consolidated Radio Artists, Inc., and "music" by Blue Barron. An appropriate shade of blue is the sheet's coloring. Back page further carries out the "two ages" theme with cuts of dancing couples.

Inside music pages, one for *Yesterday* and the other for *Today*, have the sales message superimposed over the staff lines.

* * *

A cute table card comes to this corner from Al Fremont at Club Gloria in Columbus, O. Cut of a couple stranded on the proverbial ocean isle, listening to a radio, brings forth from the loud speaker: "Flash . . . . . Dot and Dash. This is no S O S. Just a request for Al Fremont." It's "Dot and Dash" music that the maestro expounds. A second side provides space for the favorite song and name and address. In buliding a mailing list for the location and the band, it's still the table card that brings in the best returns.

Tic Toc in Business Suit

GRAY GORDON, returning his tic toc tempos to the Green Room of Edison Hotel, New York, has lost little time in locking heads with the hostelry's advertising department. Once again the face of the maestro is printed on the match-box covers which grace each table. In addition Gray has obtained a quantity of 12-inch batons which he has autographed and which he distributes himself to the guests of the room. Also a large quantity of fan pictures have been given to the headwaiter, who in turn fills requests for the maestro's picture as the guests leave the room.

Gray is also promoting a songwriting contest, the maestro playing one of his original compositions several times during the evening and inviting the Green Room guests to try their hands at writing the lyrics. The guests hand their lyrics to the waiter, and Gray later announces the one selected as best for that particular night. Songpluggers hugging the band stand each night serve as judges. After a while the grand winner will be chosen and will serve as Gray's collaborator on the tune when it is ready for the publishers.

* * *

A song-contest of another sort, but just as potent, was promoted by Everett Hoagland during his recent stand at New York's Waldorf-Astoria Hotel. Designed to heighten interest in his radio remotes, contest aim was to find a new theme song for his band which best typifies the brand of music he is currently dispensing.

Appealing to radio fans, Hoagland offered a free evening's entertainment for two for either dinner or supper at the Waldorf to anyone suggesting the song that he decided to use for his signature melody. Along with the suggestions, participants had to send their reasons for the particular theme choice.

Bands on Tour

Advance Dates

GEORGE HALL: Lake Breeze Hotel, Buckeye Lake, O., May 17; Moonglow Club, Girardeau, Mo., 19; Shrine Mosque, Springfield, Mo., 20; Century Room, Tulsa, Okla., 23; Turnpike Casino, Lincoln, Neb., 24; Val-Air Ballroom, Des Moines, 25; Shore Acres Ballroom, Sioux City, Ia., 26; Texas A. and M. College, College Station, Tex., 30-31; Olmos Club, San Antonio, June 1; Rice Hotel, Houston, 3; Memorial Auditorium, Goliad, Tex., 5; Sylvan Beach, La Porte, Tex., 8 (week); Green Tree Inn, Wichita, Kan., 21-23; Neptune Ballroom, Sioux Falls, S. D., 27; Million-Dollar Pier, Atlantic City, July 14 (week).

WILL BRADLEY: Harvard Univ., Cambridge, Mass., May 17; Vassar College, Poughkeepsie, N. Y., 18; Palace Theater, Olean, N. Y., 19-20; Raymor Ballroom, Boston, 23 (week); Mercersburg (Pa.) Military Academy, 31; McDonogh (Md.) School, June 6; Woodberry Forrest (Va.) Univ., 7; Mangum's Warehouse, Rocky Mount, N. C., 14; Steel Pier, Atlantic City, July 3 (week).

PAUL WHITEMAN: Forum, Wichita, Kan., May 17.

JACK TEAGARDEN: Michigan State Univ., East Lansing, Mich., May 17.

ENOCH LIGHT: Raymor Ballroom, Boston, May 17-18; Metropolitan Theater, Providence, 19; Plaza Theater, Bellefonte, Pa., 22; Strand Theater, Cumberland, Md., 23; Univ. of Kentucky, Lexington, Ky., June 5; Million-Dollar Pier, Atlantic City, 8-9; Rensselaer Poly. Institute, Troy, N. Y., 15.

HENRY BUSSE: Electric Park, Waterloo, Ia., May 18; King's Ballroom, Lincoln, Neb., 19; Aranda Ballroom, Creston, Ia., 20; Lyric Theater, Indianapolis, 31 (week); Lake Breeze Hotel, Buckeye Lake, O., June 7; Paramount Theater, Anderson, Ind., 8.

TEDDY POWELL: Exeter (N. H.) Military Academy, May 18; Million-Dollar Pier, Atlantic City, May 30-June 2.

LOUIS PANICO: Riverview Park, Des Moines, May 24.

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Decision Made In ASCAP Suit Vs. Scranton Op

SCRANTON, Pa., May 11.—One of the most important decisions in the litigation engaged in by the American Society of Authors, Composers and Publishers in fighting for license fees on copyright infringement was handed down this week by Judge Albert J. Watson in United States District Court here.

In assessing damages and costs in a civil suit instituted by the society against Patrick J. Toole, tavern op at Wilkes-Barre, Pa., the court ruled that the defendant "was liable for damages for the wrongful acts of the orchestra employed by him even if the particular wrongful acts were committed without his authority and against his orders."

Contention was made that the band always planned its own musical selections, and that the proprietor never checked on whether copyrights were being violated.

Square Dance to The Fore in Chi

CHICAGO, May 11.—A definite trend back to old-time square dancing is in evidence thru this section of the Midwest, and because of popular demand a number of ballrooms in smaller cities are devoting one night a week to this type of terping. In some spots it is becoming popular even among the younger set, and frequently square dances are interpolated in the regular sessions.

Until recently square dancing in Chicago had been confined to one or two spots. For several years Teresa Dolan has featured nights for the middle-aged at her South Side ballroom, devoting them to the dances popular a decade ago. Seven months ago White City Ballroom inaugurated square dancing and it caught on almost immediately. Since that time every Thursday night has been given over to square and round dances.

IRON MOUNTAIN, Mich., May 11.—Fire razed the Nightingale Ball... May 4, with a loss esti...

A Note of Thanks . . . .

FROM
Dick Kuhn
AND HIS ORCHESTRA
TO:
■ BOB CHRISTENBERRY:
After 80 weeks at your Hotel Astor on Times Square, we feel like it's our second home. Thanks a lot for all you did to make our stay so enjoyable.
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You enabled us to make many new friends from coast to coast during our 80 weeks at the Hotel Astor. You can bet we appreciate it.
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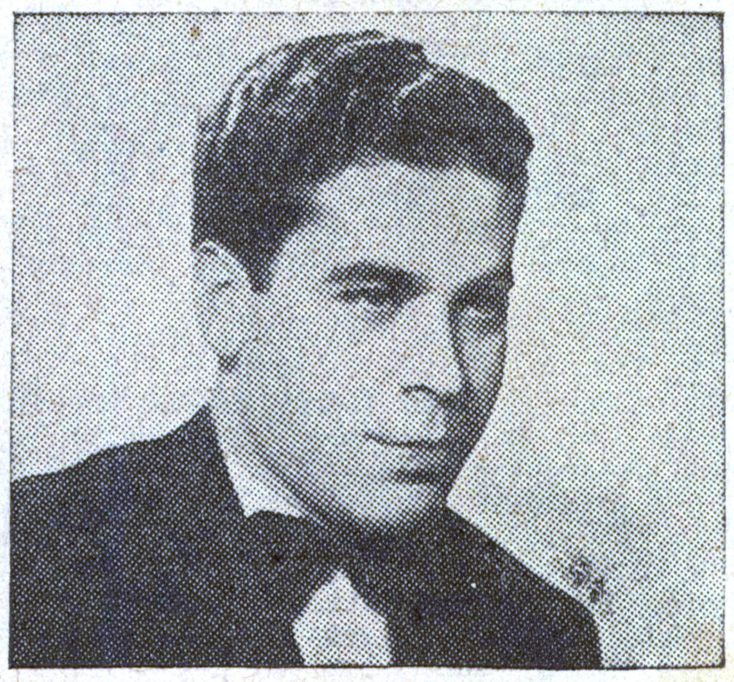

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Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat t—theater.

(Routes are for current week when no dates are given.)

A

Abb, Vic (Stuyvesant) Buffalo, h.
Akin, Bill: (Embassy Club) Denver, nc.
Allen, Al: (Spread Eagle Inn) Northfield, N. J., nc.
Alexander, Van: (Evergreen Club) Bloomfield, N. J., nc.
Alfredo, Don: (Child's Spanish Gardens) NYC, re.
Alpert, Mickey: (Cocoanut Grove) Boston, nc.
Andrews, Jimmie: (Horseshoe Club) N. Attleboro, Mass., nc.
Angulardo, Ed: (Earl Carroll) Los Angeles, nc.
Aristocrats, Four: (Shawnee) Springfield, O.,h.
Arthur, Artie: (Ken) Boston, nc.
Arthur, Leonard: (The Place) NYC, nc.
Arthur, Zinn: (St. George) Brooklyn, h.
Ayres, Mitchell: (Kennywood) Pittsburgh, p.

B

Bardo, Bill: (Muehlebach) Kansas City, Mo.,h.
Barrett, Hughey: (Ten Eyck) Albany, N. Y., h.
Barron, Blue: (Capitol) Washington, D. C., t.
Bartal, Jeno: (Piccadilly) NYC, h.
Bass, Paul: (Chateau Moderne) NYC, nc.
Baum, Charles: (Palmer House) Chi, h.
Becker, Saxie: (Top Hat) Phila, ro.
Beecher, Gene: (Commodore Perry) Toledo, h.
Beekman, Jack: (Brown) Louisville, h.
Beelby, Malcolm: (Royal Hawaiian) Honolulu, h.
Benedict, Gardner: (Netherland Plaza) Cincinnati, h.
Bernie, Ben: (Taft) NYC, h.
Bibbs, Oliver: (Southern) Tulsa, Okla., nc.
Bono, Richard: (Statler) Cleveland, h.
Booris, Al: (Tremont-Plaza) Boston, re.
Bradley, Will: (Ray-Mor) Boston, b.
Bragale, Vincent: (Beachcomber) Boston, nc.
Brandwynne, Nat: (Waldorf-Astoria) NYC, h.
Britton, Milt: (State) NYC, t.
Brown, Les: (Arcadia) NYC, b.
Bruno, Anthony: (Latin Quarter) Boston, nc.
Burkarth, Johnny: (Southern Mansion) Kansas City, Mo., nc.
Burke, Morty: (Purple Derby) Phila, nc.
Burke, Sonny: (The Dells) Lansing, Mich., nc.
Burton, Henry: (Oaks) Winona, Minn., nc.
Bush, Eddie: (Hurricane) NYC, nc.
Busse, Henry: (Tower) Kansas City, Mo., t.
Byrne, Bobby: (Glen Island Casino) New Rochelle, N. Y., ro.

C

Calloway, Blanche: (Hi-Way) Fall River, Mass., nc.
Camden, Eddie: (Moonlight Gardens) Saginaw, Mich., nc.
Candullo, Joe: (Kitty Brando's) Boston, nc.
Cabot, Tony: (Villa Moderne) Chi, nc.
Carlsen, Bill: (Lake Worth Casino) Ft. Worth, Tex., nc.
Carlyle, Lyle: (Statler) Buffalo, h.
Carlyn, Tommy: (Elberta Inn) Vermilion, O.,nc.
Carpenter, Bob: (Gables Inn) Atlantic City, nc.
Catron, Johnny: (Cabrillo) Los Angeles, nc.
Chassy, Lon: (The Greenbrier) White Sulphur Springs, W. Va., h.
Chavez: (Beachcomber) NYC, nc.
Chester, Bob: (Essex House) NYC, h.
Chiquito: (El Morocco) NYC, nc.
Clarke, Buddy: (Park Central) NYC, h.
Cobina, Carlos: (Biltmore) NYC, h.
Coffey, Jack: (Gibson) Cincinnati, h.
Cole, Melvin: (Harry's New Yorker) Chi, nc.
Coleman, Emil: (Ciro's) Hollywood, Calif., nc.
Collins, Jay: (Sherman's) NYC, re.
Contreras, Manuel: (L'Aiglon) Chi, re.
Courtney, Del: (Park Central) NYC, h.
Crocker, Mel: (Hi-Hat Club) Steubenville, O., nc.
Cromwell, Chauncey: (Ritz-Carlton) Atlantic City, h.
Crosby, Bob (Blackhawk) Chi, nc.
Crusaders, The: (Congress) Chi, h.
Cugat, Xavier: (Statler) Detroit, h.
Cummins, Bernie: (Edgewater Beach) Chi., h.
Cutler, Ben: (Rainbow Room) NYC, nc.

D

Danders, Bobby: (Gay '90s) Chi, nc.
Davenport, Eddie: (Murray's Inn) Haddonfield, N. J., nc.
Davis, Jimmy: (Lake Merritt) Oakland, Calif.,nc.
Davis, Meyer: (Park Lane) NYC, h.
Davis, Johnny: (Miami) Milwaukee, nc.
Davis, Karl: (Lakeview Inn) Almonesson, N.J., nc.
Daw, Freddie: (Merry Gardens) Chi, b.
De Huarte, Julian: (Casa Marta) NYC, nc.
De La Rosa, Oscar: (Havana Madrid) NYC, nc.
Dennis, Dave: (Jack Dempsey's) NYC, re.
Dennis, George: (Somerton Springs) Phila, nc.
Denny, Jack: (Village Barn) NYC, nc.
Dibert, Sammy: (Powaton Club) Detroit, nc.
Di Pardo, Tony: (Cosmopolitan) Denver, h.
Donahue, Al: (Oriental Ballroom) Gallatzin, Pa., 16; (Rutgers Univ.) New Brunswick, N. J., 17; (Sunnybrook Ballroom) Pottstown, Pa., 18.
Dorsey, Jimmy: (Pennsylvania) NYC, h.
Draper, Nick: (Sir Francis Drake) San Francisco, h.
Duchin, Eddy: (Plaza) NYC, h.
Duffy, George: (Carlton) Washington, D. C., h.
Duke, Jules: (Tutwiler) Birmingham, h.
Dunsmoor, Eddy: (Aragon) Houston, nc.
Dusenbury, Blondie: (Black & Tan) Reading, Pa., nc.

E

Engle, Charlie: (5100 Club) Chi, nc.
Eaton, Dick: (Red Hill) Pennsauken, N. J., nc.
Eby, Jack: (Royal Palm) Miami, nc.
Eldredge, Roy: (Kelly Stables) NYC, nc.
Ellis, Joe: (Queen Mary) NYC, re.
Ellis, Seger: (Village Barn) NYC, nc.
Elsom, Joe: (Club Moderne) Tacoma, Wash.,nc.
Engel, Freddy: (Knight Tavern) Plattsburg, N. Y., nc.
Evans, Bobby: (Cotton Club) Phila, nc.

F

Farmer, Willie: (New Goblet Inn) Albany, N. Y., cb.
Fedor, Jerry: (Fischer's Casino) Detroit, nc.
Felton, Happy: (Benny the Bum's) Phila, nc.
Fielder, Johnny: (Plaza) San Antonio, h.
Fields, Shep: (St. Francis) San Francisco, h.
Fio Rito, Ted: (Cleveland) Cleveland, h.
[illegible]her, Buddy: (Trocadero) Evansville, Ind., [illegible]
[illegible]e, Dwight: (Savoy Plaza) NYC, h.
[illegible]erald, Ella: (Famous Door) NYC, nc.

Fontaine, Neil, "Sonny": (Jack Lynch's) Phila, nc.
Foster, Chuck: (Mark Hopkins) San Francisco, h.
Francisco, Don: (Palmer House) Chi, h.
Freedley, Bob: (Troc) NYC, nc.
Freeman, Bud: (Sherman) Chi, h.
Friedman, Snooks: (Club 47) NYC, nc.
Friml Jr., Rudolph: (Providence-Biltmore) Providence, h.
Frontiersmen, The: (Harry's) Decatur, Ill., nc.
Fulcher, Charles: (Bon Air) Augusta, Ga., h.

G

Gagen, Frank: (Statler) Cleveland, h.
Gasparre, Dick: (El Morocco) NYC, nc.
Gaston: (Monte Carlo) NYC, cb.
Gerard, Gerry: (Ohio) Youngstown, O., h.
Gilbert, Jerry: (Thomas Jefferson) Birmingham, h.
Glass, Billy: (Pastor's) NYC, nc.
Golly, Cecil: (Donahue's) Mountainview, N. J., ro.
Gordon, Al: (Frolic Club) Albany, N. Y., cb.
Gordon, Gray: (Edison) NYC, h.
Gordon, Don: (Central) Sayville, N. Y., h.
Graffolier, Frenchie: (Club 100) Des Moines, nc.
Granado, Guy: (Hollywood) NYC, nc.
Grant, Bob: (Savoy-Plaza) NYC, h.
Gray, Glen: (Armory) Pittsfield, Mass., 15.
Gruen, Eddie: (100 Club) Chester, Pa., nc.

H

Hahn, Al: (Radisson) Minneapolis, h.
Hale's, Tige, Concert Band: Beckley, W. Va., 13-18.
Hall, Sleepy: (Biltmore) NYC, h.
Ham, Chick: (Cappy's) N. Eaton, Mass., nc.
Harper, Don: (Grove) Orange, Tex., nc.
Harris, George: (Bradford) Boston, h.
Harris, Phil: (Wilshire Bowl) Los Angeles, re.
Hauck, Happy: (Chez Ami) Buffalo, nc.
Hawkins, Erskine: (Savoy) NYC, b.
Heckscher, Ernie: (Clift) San Francisco, h.
Helman, Dave: (Warwick) Lititz, Pa., h.
Hendrickson, Henny: (Dancette) Oaklyn, N. J., b.
Herbeck, Ray: (Log Cabin) Armonk, N. Y., ro.
Herth, Milt: (Darling) Wilmington, Del., h.
Hoagland, Everett: (Bill Green's Casino) Pittsburgh, nc.
Holiday, Billie: (Kelly Stables) NYC, nc.
Holmes, Herbie: (Claridge) Memphis, h.
Holmes, Miller: (Gym) University, Miss., b.
Holst, Ernie: (Stork Club) NYC, nc.
Hope, Al: (Park Lane) NYC, h.
Hugo, Victor: (Little Rathskeller) Phila, nc.

Lawyers, Fred: (University Grill) Albany, N. Y., nc.
Layne, Lesse: (Barney Spinellas) Staten Island, N. Y., re.
Leighton, Kenny: (Melody Mill) Chi, b.
Lemish, Bert: (Stamps) Phila, nc.
Leonard, Bob: (Sports Circle) Hollywood, nc.
Leonardo: (Child's Rainbow Room) NYC, re.
LeRoy, Howard: (Kin Wa Low) Toledo, re.
Lester, Bill: (Homestead) Kew Gardens, L.I.,h.
Little, Little Jack: (Metropolitan) Morgantown, W. Va., 22, b.
Livingston, Jerry: (Schroeder) Milwaukee, h.
Lloyd, Lewis: (Castle Cole) Norristown, Pa., c.
Long, Johnny: (Armory) Charlotte, N. C., 21.
Lombardo, Guy: (Strand) NYC, t.
Lowe, Bert: (Lenox) Boston, h.
Lunceford, Jimmie: (State-Lake) Chi, t.
Lyman, Abe: (Park Central) NYC, h.
Lynn, Bert: (La Conga) Hollywood, nc.

M

McCarty, Bob: (River Road Inn) Louisville,nc.
McCollough, John: (Tally-Ho) Albany, N.Y.,nc.
McCreery, Howard: (Antler) Colorado Springs, Colo., h.
McCune, Bill: (Essex House) NYC, h.
McDowell, Roy: (Pines) Greenville, S. C., nc.
McFarland Twins: (Blue Gardens) Armonk, N. Y., nc.
McGee, Johnny: (Syracuse) Syracuse, h.
McGrane, Don: (Diamond Horseshoe) NYC, nc.
McHale, Jimmy: (Westminster) Boston, h.
McIntire, Lani: (Lexington) NYC, h.
McKinney, William: (Plantation) Detroit, nc.
McLean, Jack: (Trianon) Chi, b.
Madriguera, Enric: (Aragon) Chi, b.
Mann, Milton: (Joe's Casino) Wilmington, Del., nc.
Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.
Manzanares, Jose: (Edgewater Beach) Chi, h.
Mariani, Hugo: (El Chico) NYC, nc.
Marinaro, Joe: (Park Lane) NYC, h.
Marsala, Joe: (Fiesta) NYC, b.
Marshall, Mary, & Bachelorettes: (Drake) Oil City, Pa., 16-17; (Avenue) Du Bois 18; (Mishler) Altoona 19-21, t.
Martell, Paul: (Arcadia) NYC, b.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Martin, Freddy: (Edgewater Beach) Chi, h.
Marton, Donn: (Coq Rouge) NYC, nc.
Marvin, Mel: (Grande) Detroit, b.
Masters, Frankie: (Roosevelt) NYC, h.
Mathey, Nicholas: (Casino Russe) NYC, nc.
Maturo, Henry: (Actor's Colony Inn) Derby, Conn., nc.
Maus, Stewart: (Capitola) Capitola, Calif., b.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Humbert, Don: (Ort's) Boston, c.
Hutton, Ina Ray: (New Kenmore) Albany, N. Y., h

I

Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

J

Jelesnik, Eugene: (Bal Tabarin) NYC, nc.
Jerome, Henry: (Child's Paramount) NYC, re.
Johnson, Johnny: (Shelton) NYC, h.
Johnson, Bill: (Cozy Corner) Detroit, nc.
Johnson, Freddy: (Club 509) Detroit, nc.
Jones, Kaye: (Westwood) Little Rock, Ark.,nc.
Jones, Jimmie: (Paddock International) Atlantic City, nc.
Jones, Emperor: (Brick Club) NYC, nc.
Joy, Jimmy: (Casino Gardens) Los Angeles, nc.
Juanita: (Lookout House) Covington, Ky., nc.
Juneau, Tommy: (Show Boat) St. Louis, nc.

K

Kaaihue, Johnny: (Gibson) Cincinnati, h.
Kara, Peter: (Roseland) NYC, b.
Karson, Maria, Musicales: (Fort Hayes) Columbus, O., h.
Kaspar, Gordon: (Shawnee) Springfield, O., h.
Kassel, Art: (Bismarck) Chi, h.
Katov, Volodia: (Russian Kretchma) NYC, re.
Kavelin, Al: (Pabst Blue Ribbon Gardens) World's Fair, NYC.
Kendis, Sonny: (Beachcomber) NYC, nc.
Kenley, Billy: (Essex) Boston, h.
Kenny, Mart: (Banff Springs) Banff, Alta., h.
Kent, Larry: (Biltmore Bowl) Beverly Hills, Calif., nc.
King, Russell: (Steve's) NYC, nc.
King, Wayne: (Buffalo) Buffalo, t.
King, George: (Washington-Youree) Shreveport, La., h.
King, Herby: (Ace Cain's) Hollywood, c.
King's Jesters: (Philadelphian) Phila, h.
Kirby, John: (Hickory House) NYC, nc.
Kirk, Andy: (Cotton Club) NYC, nc.
Klyde, Harvey (Chateau) Chi, b.
Knecht, Charlie: (Buck Horn Casino) Belvidere, N. J., nc.
Korn Kobblers: (20th Century Tavern) Phila, nc.
Krupa, Gene: (Paramount) NYC, t.
Kuhn, Dick: (Astor) NYC, h.
Kurtze, Jack: (Sagamore) Rochester, N. Y., h.
Kyser, Kay: (St. Catherine) Catalina Island, Calif., h.

L

Ladd, Lew: (Melody Club) Union City, N.J.,nc.
Lake, Sol: (606 Club) Chi, nc.
La Maine, Dorothy: (Venice) Atlantic City, p.
Lande, Jules: (St. Regis) NYC, h.
Lane, Jimmy: (Mandalay) Los Angeles, nc.
Lane, Eddie: (Bossert) Brooklyn, h.
[illegible]

Meadows, Frankie: (Swing Club) NYC, nc.
Meekin, Fran: (Wisconsin Roof) Milwaukee, b.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Jack: (Book-Cadillac) Detroit, h.
Miguel, Don: (Gaucho) NYC, nc.
Miller, Fritz: (Ritz-Carlton) Atlantic City, h.
Miller, Russ: (Jack Moss' Jack & Bob's) Trenton, N. J., nc.
Miller, Glenn: (Georgetown Univ.) Washington, D. C., 17.
Monchito: (Stork Club) NYC, c.
Moore, Carl "Deacon": (Madura's Danceland) Hammond, Ind., b.
Morgan, Russ: (Tromar Ballroom) Des Moines 16; (Turnpike Casino) Lincoln, Neb., 17; (Froghop Ballroom) St. Joseph, Mo., 18; (Skylon Ballroom) Sioux City, Ia., 19; (Arkota Ballroom) Sioux Falls, S. D., 20; (Kemper Military Academy) Boonville, Mo., 22.
Morris, George: (Whirling Top) NYC, nc.
Morton, Ray: (Warwick) NYC, h.
Murphy, Larry: (DuPont) Wilmington, Del., h.
Murray, Charlie: (9 o'Clock) NYC, nc.

N

Naegra, Jimmy: (Viking) Phila, c.
Nance, Skipper: (Beverly Garden) Little Rock, Ark., nc.
Nichols, Red: (Famous Door) NYC, nc.
Nielson, Paul: (Gay '90s) Indianapolis, nc.
Nobel, Ray: (Palace) San Francisco, h.
Norris, Bobby: (Belvedere) NYC, h.
Norris, Stan: (Park Plaza) St. Louis, h.
Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

O

O'Brien & Evans: (Marine Room) Aurora, Ill., re.
Ohman, Phil: (Trocadero) Hollywood, Calif., nc.
Olman, Val: (La Martinique) NYC, nc.
Oliver, Fred: (Warwick) NYC, h.
Olsheim, Sid: (Gay '90s) Albany, N. Y., nc.
Orlando, Carlos: (Nor-Bridge) Phila, nc.
Orlando, Don (Chez Paree) Chi, nc.
Osborne, Will: (Casa Manana) Culver City, Calif., nc.
Owens, Harry: (Roosevelt) Hollywood, h.

P

Palermo, William: (La Marquise) NYC, nc.
Panchito: (Versailles) NYC, nc.
Parker, Roll: (Little Ritz) Norristown, Pa., c.
Parker, Paul: (Hunters Club) Albany, N.Y.,nc.
Parrish, Charlie: (Casa Grande) Berwyn, Md., nc.
Pastor, Tony: (Casa Manana) Culver City, Calif., b.
Patrick, Les: (Wagon Wheel) Atlantic City, nc.
Patterson, Pat: (Willow Grove) Willow Grove, Pa., p.
Paul, Toasty (Chicago Towers) Chi, h.
Perry, Ron: (Bossert) Brooklyn, h.
Peters, Bobby: (Trocadero) Henderson, Ky, nc.

Pollack, Ben: (Westminster College) Fulton, Mo., 18.
Powell, Walter: (Greystone) Mansfield, O., nc.
Prager, Col. Manny: (Claridge) Memphis, h.
Prima, Louis: (Casa Manana) Boston, nc.
Prospero, Fritz: (Rainbow Room) NYC, nc.
Pullo, Ben: (Joyland) Boston, nc.

Q

Quintana, Don: (El Chico) Miami Beach, Fla., nc.
Quartell, Frank: (Colosimo's) Chi, nc.

R

Ramos, Ramon: (Chase) St. Louis, h.
Rasmussen, Don: (Metz) Wausau, Wis., nc.
Ravazza, Carl: (Chase) St. Louis, h.
Ray, Al: (Colonial Inn) Bridgeport, Pa., nc.
Raymond, Nicki: (Coq Rouge) NYC, nc.
Raymond, Harry: (Wade Hampton Hotel) Columbia, S. C., 16; (Iris Festival) Sumter 17; (Jefferson Hotel) Columbia 22.
Read, Kemp: (Stonebridge) Tiverton, R. I., h.
Resh, Benny: (Bowery) Detroit, c.
Reynolds, Howard: (Palumbo's) Phila, cb.
Reynolds, Tommy: (Playland Casino) Rye, N. Y., nc.
Richards, Jimmy: (Plantation) Dallas, nc.
Ridgely, Dick: (Montparnasse) NYC, nc.
Rinaldo, Nino: (885) Chi, nc.
Ritz, Case: (Ritz) Bridgeport, Conn., b.
Rizzo, Vincent: (Jack Lynch's) Phila, nc.
Rodrigo, Nano: (La Conga) NYC, nc.
Rodriguez, Johnny: (Stork Club) NYC, nc.
Rogers, Eddy: (Henry Grady) Atlanta, h.
Rogers, Buddy: (Beverly Hills) Newport,Ky.,cc.
Rollini, Adrian: (Piccadilly) NYC, h.
Roth, Eddie: (Alabam) Chi, nc.
Rudolph, Jack: (Jungle) Youngstown, O., nc.
Rudy's: (Gypsy Camp) NYC, cb.
Russell, Cordy: (Martin) Utica, N. Y., h.

S

Sabin, Paul: (St. Paul) St. Paul, h.
Sanabria, Juanito: (Havana-Madrid) NYC, nc.
Sanders, Roy: (Gateway Casino) Sommers Point, N. J., nc.
Sapienza, George: (Stuyvesant) Buffalo, h.
Saunders, Charles: (Frolics) Albany, N. Y., nc.
Saunders, Red: (Club Delisa) Chi, nc.
Saunders, Hal: (St. Regis) NYC, h.
Savitt, Jan: (Keith's Roof) Baltimore 19.
Schroeder, Gene: (The Pirates Den) NYC, nc.
Sharkey, Bill: (Troc) NYC, nc.
Shelton, Dick: (Lowry) St. Louis, h.
Sherr, Jack: (9 o'Clock Club) NYC, nc.
Shevlin, Pat: (Evergreen Casino) Phila, nc.
Siegel, Irving: (New Home) Marshfield,Wis.,nc.
Silver, Ike: (Blue Room) Dallas, nc.
Siry, Larry: (Ambassador) NYC, h.
Sissle, Nobel: (Diamond Horseshoe) NYC, nc.
Smith, Stuff: (Sherman) Chi, h.
Snyder, Mel: (Old Vienna) Cincinnati, re.
Sons, Three: (DeWitt Clinton) Albany, N.Y.,h.
Sousa III, John Philip: (Paxton) Omaha, h.
Stabile, Dick: (The Chatterbox) Mountainside, N. J., nc.
Stefano's Hawaiians: (Beachcomber) NYC, nc.
Steiber, Ray: (El Dumpo) Chi, nc.
Stevens, Bert: (Governor Clinton) NYC, h.
Stipes, Eddie: (Bank Bar) Toledo, nc.
Stoefler, Wally: (Belvedere) Baltimore, h.
Straeter, Ted: (Fefe's Monte Carlo) NYC, nc.
Strings of Rhythm: (Torch Club) NYC, nc.
Strong, Benny: (Heidelberg) Jackson, Miss., h.
Sullivan, Joe: (Cafe Society) NYC, c.
Sylvio, Don: (Bertolotti's) NYC, nc.

T

Tan, Jimmie: (Kaufman's) Buffalo, nc.
Taylor, Sandy: (Lantz's Merry-Go-Round) Dayton, O., nc.
Terry, Frank: (McVan's) Buffalo, nc.
Thomas, Hark: (Commodore) Detroit, nc.
Thompson, Lang: (Wm. Penn) Phila, h.
Thompson, Grant: (Enduro) Brooklyn, re.
Thorson, Carl J.: (McVan's) Buffalo, nc.
Tisen, Paul: (Commodore) NYC, h.
Torres, Dick: (Continental) Kansas City,Mo.,h.
Tovaro, Pedro: (Henry) Pittsburgh, h.
Trace, Al: (Ivanhoe) Chi, nc.
Travers, Ted: (Lowry) St. Paul, h.
Trovato, Salvatore: (New Yorker) NYC, h.
Tucker, Orrin: (Waldorf-Astoria) NYC, h.
Turk, Al: (Oriental Gardens) Chi, re.

U

Ulmer, Ernest: (Club Laureli) San Antonio, nc.
Unell, Dave: (Club Alabam') Chi, nc.

V

Van Osdell, Jimmie: (Lookout House) Covington, Ky., nc.
Varallo, Johnny: (President) Atlantic City, h.
Varrell, Tommy: (Barrel of Fun) NYC, nc.
Varzos, Eddie: (St. Moritz) NYC, h.
Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., nc.
Velez, Angel: (New Hollywood) Bridgeport, Conn., nc.
Venuti, Joe: (Castle Farm) Cincinnati, nc.
Vera & Her Ramblers: (Eagleville) Eagleville, Pa., h.
Volluz, Ray: (Colorado State Campus) Ft. Collins, Colo., 18.

W

Wald, George: (Brown) Louisville, h.
Walker, Johnny: (Riverside) Phoenix, Ariz.,b.
Wallace, LeRoy: (State Tavern) Indianapolis, nc.
Warney, Leo: (Monte Carlo) NYC, nc.
Watson, Leo: (Onyx) NYC, nc.
Weeks, Ranny: (Mayfair) Boston, h.
Weeks, Anson: (Plantation Club) Dallas, 15-22, nc.
Weems, Ted (Aragon) Chi, b.
Weiler, Curt: (Embassy) Phila, nc.
Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc.
Wharton, Dick: (Bellevue-Stratford) Phila, h.
Widmer, Bus: (Riverside Park) Phoenix, Ariz, b.
Wilde, Ran: (Baker) Dallas, h.
Williams, Sande: (Astor) NYC, h.
Williams, Griff: (Stevens) Chi, h.
Williams, Earl: (Glass Hat) Shreveport, La.,nc.
Wilson, Teddy: (Golden Gate) NYC, b.
Winton, Barry: (Rainbow Grill) NYC, nc.
Woods, Howard: (Tantilla Gardens) Richmond, Va., b.
Woods, Johnny: (Capitol) Washington, D.C., t.

Y

Yates, Billy: (Greywolf Tavern) Sharon, Pa., nc.
Young, Ben: (Northwood Inn) Detroit, nc.
Young, Roland: (Lombard's) Bridgeport,

Z

Zahler, Al: (Log Cabin) Trenton, N. [illegible]

New Plays on Broadway

Reviewed by Eugene Burr

HUDSON

Beginning Friday Evening, May 3, 1940

GREY FARM

A melodrama by Hector Bolitho and Terence Rattigan, starring Oscar Homolka. Staged by Berthold Viertel. Setting designed by Raymond Sovey, constructed by William Kellam Co., and painted by R. W. Bergman Studio. Press agents, Richard Maney and Ted Goldsmith. Stage manager, Pat Hallaran. Presented by Irving Cooper.

Mrs. Iron	Evelyn Varden
Stephen Grantham	John Cromwell
Judith Weaver	Jane Sterling
James Grantham	Oscar Homolka
Mavis	Maria Temple
Lady Weaver	Adrienne Morrison
Ellen	Vera Mellish

The Scene of the Play is the Drawing Room in the Home of James Grantham in Cambridgeshire.

ACT I—Late Afternoon in Early Spring. ACT II—Evening. Two Weeks Later. ACT III—Late Afternoon. Two Months Later.

Grey Farm, the melodrama by Hector Bolitho and Terence Rattigan in which Oscar Homolka made his American stage debut last Friday night at the Hudson under the aegis of Irving Cooper, is a play about a man who had trouble with his thumbs. Ever since Mrs. Grantham died in childbirth 19 years before, James Grantham's thumbs had a way of sticking out from the sides of his hands every now and then, itching to go around somebody's throat. This was partly the result of a session of insanity after his wife's death, and partly of the possessive father-love, a mingling of devotion and hate, that he held for the son whose birth robbed him of his wife.

Anyhow he grew very upset when the lad fell in love with a neighboring lass; those ol' debbil thumbs almost choked the lad and he made the boy play backgammon with him (surely malignant cruelty) and argued with him about the demerits of jazz, and was ominously polite to the girl when she came to call. But when the lad announced his engagement, old James, his thumbs twitching spasmodically, decided to live his own life, a determination he carried out by groveling softly in the dead of night outside the parlor-maid's door. His son caught him at that interesting but unproductive occupation and forthwith went into a session of righteous indignation that entirely estranged him from his poor old papa who, thumbs and all, was only trying to have a little fun.

Several months later old James fiendishly forced from his old housekeeper (who had kept in touch with the boy) the news that the lad had married. And just then, with James' thumbs practically doing a shag, the parlor-maid came in to tell him that she was with child by a village lad and to ask his help—just why was never made clear, since old James' only converse with her had been at the other side of a door. Anyhow, she got nasty about it, so James took her into an alcove and let his thumbs at last dig into a jugular, which must have been a great relief to them. Then he called the police. But his son came in just then and, married and all, offered to leave the country to help papa escape—which overjoyed the old gentleman so that he went upstairs and shot himself, just in time to save the management the rent on police uniforms and Equity members to fit into them.

It is, as may be gathered, a pretty bad play—its chief fault being that the authors saw fit to stretch it over three acts. In one act, with proper casting and direction, it might have been chillingly effective. As it stands, it has the speed of a tired snail and the excitement of a lullaby. One suspects that Messrs. Bolitho and Rattigan put their pistol-shot just ahead of the final curtain in order to wake the customers up in time to go home.

And the effect is aided neither by Mr. Homolka nor by the somewhat lush direction of Berthold Viertel, who allows Mr. Homolka to overemphasize his gestures until you don't know whether he's acting a part or demonstrating a series of calisthenics. Mr. Homolka, mind you, is an excellent actor, as he has amply demonstrated in British films, but his playing is too thick for this one, and besides, he is badly miscast. The role needed suave, polished playing to make the horror stand out in greater relief; Mr. Homolka does it as a sort of tentative Dracula. And his supporting players, with the exception of Evelyn Varden, give him little help. Miss Varden, as the housekeeper, offers another of her beautifully right performances. John Cromwell is understandably vague as the son.

LYCEUM

Beginning Monday Evening, May 6, 1940

THE STRANGLER FIG

A mystery melodrama adapted by Edith Meiser from the book by John Stephen Strange. Directed by Frank Coletti. Setting designed by Frederick Fox, built by Untied Studios, and painted by Bergman Studios. Press agent, Vince McKnight. Stage manager, Eddie Vail. Presented by William Herz.

Maman Chloe	Musa Williams
Mrs. Stella Drew	Paula MacLean
Jacob Grass	Royal Beal
John Stuart	James Todd
Daniel Lane	William Roselle
Lydia Vaughn	Edith Meiser
Solomon Jura	John Lorenz
Madeleine Huntington	Madeleine Clive
Adale Huntington	Margaret Curtis
Franklin	Dooley Wilson
Bolivar Brown	Eddie Nugent

World's End—An Island Off the Coast of Florida. PROLOG—March 22. Late Afternoon. ACT I—The Following Midday. ACT II—Late Afternoon. ACT III—Late Evening.

According to *The Strangler Fig*, the play which Edith Meiser adapted from John Stephen Strange's book, and William Herz presented at the Lyceum Monday night, the vine from which the drama takes its name is supposed by natives of the West Indies to be able to choke a man to death. This, say Miss Meiser and Mr. Strange, is untrue; it can kill trees but not man since, tho it grows quickly, it takes two months to encircle a tree. This corner, however, begs to differ. *The Strangler Fig* can most assuredly kill human beings if they're kept in one position long enough—like, for instance, the customers at the Lyceum. Or maybe it only seemed that we were there two months.

The play, one of the slowest and most casual of mystery melodramas, tells of the investigations of Adele Huntington, aided by a boy friend quaintly called Bolivar Brown, into what caused the disappearance of her uncle seven years before. She assembles on an island off the coast of Florida all the people who were there when uncle disappeared, and then (to indulge in a euphemism) the fun begins. That so much can happen and still give the impression of a static stage is practically miraculous.

At the end of Act 1 the conniving secretary of a big politician is found hanging to his bedroom door, strangled by the cord of a beachrobe. At the end of Act 11 the politician himself is strangled by another such cord, held by a hand that creeps from behind a curtain. Even the brief prolog contains a hurricane; and thruout the action a voodoo priestess wanders around accusing the strangler fig of the murders and predicting worse things to come. It wasn't the strangler fig, of course; but who it was cannot, under the rules, be

(See NEW PLAYS on page 16)

Review Percentages

(Listed below are the decisions of dramatic critics on the eight general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with eight "no opinion" votes 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

"Romeo and Juliet"—13%

YES: None.

NO: Brown *(Post)*, Lockridge *(Sun)*, Whipple *(World-Telegram)*, Anderson *(Journal-American)*, Watts *(Herald-Tribune)*, Atkinson *(Times)*.

NO OPINION: Winchell *(Mirror)*, Mantle *(News)*.

* * *

"Out From Under"—0%

YES: None.

NO: Atkinson *(Times)*, Watts *(Herald-Tribune)*, Mantle *(News)*, Coleman *(Mirror)*, Whipple *(World-Telegram)*, Lockridge *(Sun)*, Brown *(Post)*, Anderson *(Journal-American)*.

NO OPINION: None.

* * *

"Grey Farm"—0%

YES: None.

NO: Brown *(Post)*, Anderson *(Journal-American)*, Ross *(World-Telegram)*, Lockridge *(Sun)*, Watts *(Herald-Tribune)*, Winchell *(Mirror)*, Atkinson *(Times)*, Mantle *(News)*.

NO OPINION: None.

* * *

"The Strangler Fig"—0%

YES: None.

NO: Anderson *(Journal-American)*, [W]hipple *(World-Telegram)*, Waldorf *([P]ost)*, Lockridge *(Sun)*, Watts *(Herald-[Tri]bune)*, L. N. *(Times)*, Coleman *([M]irror)*, Mantle *(News)*.

NO OPINION: None.

From Out Front

By EUGENE BURR

LAST Friday (3) the New York Drama Critics' Circle assembled at the Algonquin and on the seventh ballot named William Saroyan's *The Time of Your Life* the best play by an American to open on Broadway this season.

On Monday (6) the administrators of the Pulitzer Prizes announced that the prize for the best play had been awarded to William Saroyan's *The Time of Your Life*.

In previous years practicing New York critics have, almost without exception, sneered at the recipients of the Pulitzer Prize in drama. They have attacked the committee on every conceivable ground and from every conceivable angle, indicating that the prize is so badly awarded that it has become less an honor than a mark of obloquy and shame. They have laughed merrily (if a bit nastily) at the pervading and colossal dumbness of all Pulitzer Prize committees.

The conclusion is inescapable.

* * *

SOME of the practices of the Critics' Circle would seem a bit odd if they were indulged in by ordinary mortals instead of by a band of anointed Olympians who, as everyone knows, can do no wrong. There is the habit, briefly touched upon last week, of deciding the "best" play of the season before the season is over. There is the process of taking more than one vote in deciding the award, under the somewhat amazing assumption that a man who thinks one play is the best of the season may, five minutes later, think an entirely different play is the best of the season. The astounding thing is that instances of such changes of mind (if any) abound in the sacred and inviolate proceedings of the Circle. Then, too, there is the somewhat complicated set of rulings regarding the vote necessary to name a winner. It is a three-fourths vote, according to the rules, but last year no play received that much, so four different dramas were given citations—which embarrassed the critics almost as much as Jove would have been embarrassed if he had tried to emit a thunderbolt and given vent to nothing but a sneeze. So this year the rule was changed. After the fifth ballot, if three-fourths of those voting so decide, a simple majority may award the prize. It was under this ruling that the Saroyan play was named.

The final or seventh ballot gave *The Time of Your Life* 11 supporters, with seven voting for other plays. Four named Robert E. Sherwood's *There Shall Be No Night*; two named Maxwell Anderson's *Key Largo*, and one lone iconoclast voted for *The Man Who Came to Dinner*.

On the first ballot *The World We Make* received one vote, which disappeared by the time the second ballot rolled around. It is probable that the assembled Thunderers arose in horror when that first ballot was announced, and that the marble foundations of the Critics' Circle trembled. The vote for *The World We Make* was unprecedented, for *The World We Make* is a fine play that truly deserves to be honored.

* * *

THERE is no use going again into a discussion of *The Time of Your Life*. One or two people who are not members of the Critics' Circle claimed they liked it, and since I respect the opinion of these people, I am forced to conclude that there must have been something in that muddled, pointless, self-conscious and boring script that was unappreciated by my coarse perceptions. But none the less I persist in thinking that *The Time of Lour Life* merely presented an orgy of false, blatant and utterly insincere emotionalism, and that its manner of writing and the honor that has been accorded it place an astounding premium upon incompetence. They glorify an author's inability to handle an art-form which he himself has chosen.

The citation that accompanied the critics' award does nothing to change my opinion. It is so studiously vague, so fuzzily worded, that it is meaningless.

* * *

MR. SAROYAN, it is to be noted, had announced that he would not accept a Pulitzer Prize, and, impaled on the point of his own publicity, he dutifully turned it down. But when the Critics' Circle award was announced, he said that he would be proud to accept it.

In a statement giving his reasons for refusing the Pulitzer Prize (but in which he makes no mention of accepting the critics' award) he says:

"I believe *The Time of Your Life* is a good, and perhaps great, theatrical work. However, I also believe in the essential and possible greatnss of all my work. . . .

"The only valid compensation any artist can know and enjoy is the natural compensation which comes with the accomplishment or approximate accomplishment of that which he intended to accomplish, or something even better, which I know personally sometimes happens, most likely by the grace of God. . . .

"Patronage by government, individual or organization I regard as vitiating and destructive. . . .

"At one time, I dare say, I might have accepted this money (the $1,000 prize) as a loan. . . . As a loan I doubt very much if it could have ruined me as a writer. As a gift it would have embarrassed me, and if I had stolen it I would have felt perfectly within my rights as an artist. . . . I cannot accept the responsibility to name somebody unknown and unpublished as worthy or unworthy of receiving the money. If the Pulitzer award committee can discover such a person may the good Lord understand and forgive them."

In passing, it should be noted that the refusal of a nationally known award always receives a tremendous amount of publicity. Refusal of the critics' award might have resulted in a certain amount of critical resentment, but the Pulitzer committee cannot be actively resentful. To a man who has raked in a large amount of money during the year, the publicity is, in sober truth, worth a good deal more than $1,000.

If I seem to be unfair to Mr. Saroyan, ask yourself why, in view of his statement, he accepted the award of the critics.

BROADWAY RUNS

Performances to May 11, Inclusive.

Dramatic	Opened	Perf.
Fifth Column, The (Broadhurst)	Mar. 6	78
Grey Farm (Hudson)	May 3	11
Ladies in Retirement (Miller's)	Mar. 26	55
Lady in Waiting (Beck)	Mar. 27	54
Life With Father (Empire)	Nov. 8	214
Liliom (revival) (44th St.)	Mar. 25	56
Love's Old Sweet Song (Plymouth)	May 2	12
Male Animal, The (Cort)	Jan. 9	143
Man Who Came to Dinner, The (Music Box)	Oct. 16	240
Margin for Error (Majestic)	Nov. 3	219
Medicine Show (New Yorker)	Apr. 12	35
Morning Star (Longacre)	Apr. 16	31
My Dear Children (Belasco)	Jan. 31	112
Out From Under (Biltmore)	May 4	9
Romeo and Juliet (51st St.)	May 9	4
Separate Rooms (Mansfield)	Mar. 23	57
Skylark (Morosco)	Oct. 11	246
Strangler Fig, The (Lyceum)	May 6	8
There Shall Be No Night (Alvin)	Apr. 29	16
Tobacco Road (Forrest)	Dec. 4,'33	2733
Musical Comedy		
DuBarry Was a Lady (46th St.)	Dec. 6	182
Higher and Higher (Shubert)	Apr. 4	44
New Hellzapoppin (Winter Garden)	Dec. 11	176
Pins and Needles (Windsor)	Nov. 27,'37	1056
Reunion in New York (Little)	Feb. 21	93
Too Many Girls (Broadway)	Oct. 18	228
Two for the Show (Booth)	Feb. 8	108

Theater Talk

By SHERLING OLIVER

Actors are reading *Footlights on a Hero,* a theatrical novel by SYDNEY THOMPSON. Miss Thompson, a former actress who worked under the Belasco banner, knows how to write and her theater stuff is real. . . . JULIAN ELTINGE, back on Broadway after 12 years, is making a hit at the Diamond Horseshoe. . . . Uncle Sam's Music Hall, under the management of CARL REED and HARRY BANNISTER, changes its name to 48th Street Music Hall when it reopens May 13. Old-time movies will be the new attraction, together with community singing, a county store, "I want to be an actor" stunts, dancing and drinks at your table. TAYLOR HOLMES will emsee. . . . DAY TUTTLE has changed his mind and will once again operate Mt. Kisco with RICHARD SKINNER.

Additions to the PLAYERS CLUB revival of *Love for Love* are ALISON SKIPWORTH, LEO CARROLL, VIOLET HEMING, THOMAS CHALMERS, ROMNEY BRENT and CORNELIA OTIS SKINNER. . . . FEDER will handle lighting on the Ann Arbor Festival's five plays. They are *Pygmalion* with RUTH CHATTERTON, *A Winter's Tale, The World We Make* with MADGE EVANS, *Boyd's Shop* with WHITFORD KANE and HIRAM SHERMAN, and *The Guardsman* with MADY CHRISTIANS. . . . THE THEATER GUILD has bought *Battle of Angels,* a modern drama with a Mississippi Delta background authored by TENNESSEE WILLIAMS. . . . The Bellport Summer Theater, Bellport, L. I., announces its first season and says it wants to hire some actors at 11 West 42. H. L. ANDERSON is director and W. E. HANSEN business manager. . . . The Theodora Irvine Players will try out FRED BALLARD'S new comedy, *The Girl From Omaha,* May 15 and 16. . . . Now that Equity has indicated its blessing, experimental theater groups are popping up like mad. They have ideas, plans and ambitions and should be encouraged. The latest is HERBERT V. GELLENDRE'S the Rehearsal Theater. . . . GERTRUDE LAWRENCE will open the Cape Playhouse season at Dennis, Mass. . . . All officers of the Percy Williams Home were re-elected for another year. . . . BEE GRAHAM is back in town. She turned down a movie offer and went to Honolulu for a holiday when *I Married an Angel* closed its road tour. . . . WILLIE and EUGENE HOWARD have plans for reviving ISRAEL ZANGWILL'S *The Melting Pot.* . . . The N. Y. Repertory Co. will present the O'NEILL one-actor, *Ile* and *The Rope,* for a run beginning June 24, at 50 cents top. If their plans work out they will book a house for a season of repertory next fall. . . . BRIAN DONLEVY, LIBBY HOLMAN, HARRY CAREY, FAY WRAY and ELSA LANCHESTER are some of the impressive names the Pioneer Valley Drama Festival expects to present in July and August. . . . THE RADIO ROGUES now include impersonations of LAURENCE OLIVIER, BOB HOPE and JIMMY STEWART in their *Hellzapoppin* routine. . . . The American Apprentice Theater has leased the Greenwood Gardens Theater at Peaks Island, Me., for a 10-week season, beginning June 25 with *Room Service.*

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NEW PLAYS

(Continued from page 15)

told. It doesn't matter much because you'll know by the beginning of the second act anyhow; there is such dire suspicion attached to everybody else that only one person could possibly be the culprit. Some day a mystery writer will pin the crime on someone who is under suspicion, and so fool the daylights out of all the customers.

The characters involved are the politician and his secretary, the missing man's wife, a French naturalist whom she knows extremely well, an aging Washington belle trying to keep her hold on the politician, another gentleman high in the nation's affairs and a wisecracking friend of the family who was in love with the man who disappeared. To tell more about them would be neither fair nor, believe me, particularly profitable. Enough to say that the denouement turns the seven-year disappearance into a sort of inverted sabbatical.

The reasons for the slowness of what might have been a passing fair mystery meller are multitudinous—the loose direction of Frank Coletti, the snail-like playing in which all of the actors try to out-Dracula each other as leaden-footed menaces, the frequent intrusion of wisecracks that are so bad that one wonders how Miss Meiser happened to perpetrate them, and above all the casual way in which the characters accept everything that happens. Between murders there is bridge and lovemaking and airy (practically non-existent) badinage, and at one point the brave young detective sees a mysterious hooded figure going into the room of a future murderee, and thereupon immediately starts a lighthearted conversation concerning other things.

Miss Meiser does herself no good by playing the chief woman of the piece, and Eddie Nugent, hampered by his bad voice and execrable diction, makes the detective a lifeless and annoying gent and blows his lines so badly that he ends as a sort of one-man gale. Also of no help is Musa Williams, who plays the voodoo woman in a way that makes Karloff, by comparison, a master of restraint. Margaret Curtis does excellently as the ingenue; William Roselle and Madeliene Clive are solidly believable, and James Todd does his usual fine work.

BILTMORE

Beginning Saturday Evening, May 4, 1940

OUT FROM UNDER

A comedy by John Walter Kelly. Directed by Antoinette Perry. Setting designed by John Root, built by Vail Construction Co., and painted by Robert W. Bergman Studios. Press agents, Ned Armstrong and Sol Jacobson. Stage manager, John Robb. Presented by Brock Pemberton.

Bessie Gedge	Margaret Douglass
Amy	Viola Dean
Helen Parker	Ruth Weston
Marian Parker	Tina Thayer
Joe Parker	John Alexander
The Reverend Dr. Chester	G. Albert Smith
Humphrey Williams	Philip Ober
Lawrence Thomas	James Corner
Claire James	Vivian Vance
Paul Manning	John Robb

The Action of the Play Takes Place in the Parkers' Living Room, Haverford, Indiana.

ACT I — Four o'Clock in the Afternoon. ACT II—That Evening, After Dinner. ACT III —Three Hours Later.

When a first-line producer hits a sour one he usually shoots the works and produces something so astoundingly sour that it curdles not only the milk of human kindness but also the blood. This unhappy truism was horrifically exemplified last Saturday night when Brock Pemberton presented John Walter Kelly's *Out From Under* at the Biltmore Theater. *Out From Under,* which is billed (probably in ironic jest) as a comedy, combines impossible and unfunny lines, silly and unpleasant characters, stale and flat situations, sleazily off-color attitudes and messily obvious acting in such monumentally boring proportions that it should really be preserved as a museum piece. It would probably have to be put in alcohol, tho, to preserve it after the current week.

Exempt from the acting indictment, however, are at least three people in the cast—John Alexander, Margaret Douglass and Viola Dean. Mr. Alexander, as a homey small-town editor who writes a book urging people to go out and live their own lives and then tries to hide the fact from his wife, is called upon to go thru some of the most painful lines and situations that ever afflicted an actor. That he actually manages to dredge from them a certain amount of amusement is to his everlasting credit; and he also works like a tubby Trojan to pump pace into the listless mess. Miss Douglass, as an incidental relative, delivers Mr. Kelly's wisecracks so well that some of them sound funny. And Miss Dean scores the one real personal triumph of the evening as a Negro maid. A pretty, brown-skinned sprite, she has a perfect sense of timing and a perfect sense of humor; in fact, she's practically perfect in everything she does. If *Out From Under* is remembered at all (Heaven forbid!) it will be recalled as the play in which she made her first Broadway hit.

G. Albert Smith and James Corner do as well as possible with a couple more of Mr. Kelly's tintypes; Ruth Weston could be funnier but not much louder as the editor's wife; Vivian Vance at any rate gives her best performance so far as a city siren; Philip Ober succumbs to every obvious burlesque temptation, in playing a four-flushing big-shot; and Tina Thayer, a cute little trick making her debut as the ingenue, is evidently trying to prove that she is the worst actress in the known world.

As for the play itself, the less said, really, the better. It tells of Joe Parker, who wrote a book called *Out From Under* as an escape from his humdrum life and wife, using a pen name so that his wife wouldn't get sore. But she takes the book's escapist philosophy as an excuse to fall for a phony big-shot The publisher sends a supposedly seductive siren to sign Joe to a lecture tour, and the rest of the script concerns his frantic efforts to prevent his wife from finding out he wrote the book. There's plenty of wouldb-be blue stuff that's depressingly unfunny, as Joe takes his own advice and goes out on a tear with the siren. He returns to engineer a midnight marriage between his daughter and the lad she loves; and his wife succumbs to his new-found verve. Considering the character of the wife, it's an unhappy ending.

That, my friends, is the play. Mr. Pemberton postponed it from Wednesday to Saturday before he finally opened it, but three days wasn't enough. Two or three hundred years would have been better.

OUT-OF-TOWN OPENING

"Keep Off the Grass"

(Shubert)

BOSTON

A revue presented by the Messrs. Shubert. Music by Jimmy McHugh. Lyrics by Al Dubin. Sketches by Mort Lewis, Parke Levy and Alan Lipscott, S. J. Kaufman and Panama and Frank. Choreography by George Balanchine. Book directed and production lighted by Edward Duryea Dowling. Costumes and scenery designed by Nat Karson. Cast includes Jimmy Durante, Ray Bolger, Jane Froman, Ilka Chase, Betty Bruce, Nan Rae, Maude Davis, Larry Adler, Virginia O'Brien, Alexander D'Arcy, Sunnie O'Dea, Jose Limon, Peanuts Bohn, Emmett Kelly, Dodson's Monkeys and others.

The Messrs. Shubert apparently have been seeing too many movies. Their latest revue, *Keep Off the Grass,* looks like a Hollywood misconception of what a revue should be like. Hampered by a weak book, the show seems destined for an early demise.

Boston audiences enjoyed it, but in Boston favorites are applauded even if their current material is bad. And such is the case. Durante tried hard but was handicapped by some of the worst material he has ever had; even the audience was conscious of the desper[ate] struggle for laughs. A *Romeo and Juli[et]* burlesque is about the best of the so-called comedy.

Ably aiding Durante are Jack Gleason, Sid Walker, Peanuts Bohn, Ilka Chase and Ray Bolger. Standout in the dance department is Jose Limon, ballet favorite. A fencing production number also contributed some fine choreography.

Show-stopper was Virginia O'Brien from *Meet the People,* whose deadpan, off-key singing made a hit. She drew half a dozen bows on her vocal after pieces to the chanting of Jane Froman, who suffered from a tendency t[o] overdramatized her lyrics.

A strictly vaudeville bit by Nan Ra[e] and Maude Davis provides the only su[...]

(See Out-of-Town Openings on page 2[...]

The Billboard

Mary Small, diminutive singer, show-stopped. She did *Woodpecker Song,* a medley of Latin American tunes, *Old Man River* and *When You Wish Upon a Star.* A very appealing warbler, with keen stage presence despite her youth. Practically begged off.
Paul Ackerman.

MR. BROADWAY PRODUCER

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THEY WANT TO GO BACK

Small Names at $50-$75 a Day In New England

NEW YORK, May 11.—Revived interest in flesh in small towns of the New England States, comparable to current activities in the Midwest and South, is indicated by the bookings of semi-names into movie houses. Latest spurt is centered in the office of Herman Citron, agent, who, thru the booking ties of Arthur Fisher here and Ross Frisco in Boston, sold Edith Rogers Dahl for four weeks in theaters, with an additional four weeks in prospect.

The idea is to feature a small name capable of producing good publicity in small and middle-sized towns, supported by three to four acts. Because of Miss Dahl's recent front page ballyhoo, offices see her as a fair box-office attraction.

Theaters and dates set for Miss Dahl include the Lyric, Fitchburg, Mass., May 9-11; State, Torrington, Conn., May 12; Gates, Lowell, Mass., May 13-14; Capitol, Lynn, Mass., May 16-22; Bayliss Square, New Bedford, Mass., May 23-25, and one and two-day stands around Boston between May 26 and June 8.

Another attraction being considered for this "circuit" is Erik Rhodes, movie comedian, signed by the Citron office. The featured act gets between $50 and $75 a day, which is about all a small-town theater op can pay. Houses lined up are operated by both chains and independents and seldom play stage shows.

Hartford Bookers Form Association

HARTFORD, Conn., May 11. — A series of conferences between acts and bookers is being arranged by a newly formed organization of bookers here. The organization is seeking to standardize salaries and working conditions. The group is also attempting to eliminate cutthroat competition among its membership.

A. J. Clements, of the Clements Entertainment Bureau, is president of the group; Beverly Joyce is secretary and Sam Wells treasurer. The association includes members from New Haven and near-by points.

Yar, Chicago, Closing; To Reopen This Summer

CHICAGO, May 11.—Around June 15 the Yar will close pending reopening at the Lake Shore Drive Hotel.

The hotel's main dining room and cocktail lounge, after redecoration, opens this summer as the new Yar, still under direction of Colonel W. W. Yaschenko. The lot next to the hotel will be transformed into a garden spa. There is also a possibility that the pool will become a skating rink in the winter.

Concert and gypsy music will again be featured. At present Dorriss Wittich conducts the Russian concert orchestra.

Morris Books Totem Lodge

NEW YORK, May 11.—Name acts will be used at the Totem Lodge, Averill Park, N. Y., every week-end beginning Decoration Day.

Paul Small, of the William Morris of-ice, is booking. The opening bill has ot been set yet.

Esquire, Montreal, Opens

MONTREAL, May 11.—The Esquire, hich opened here Friday (3), has been rawing good crowds. The orchestra is rmand Meerte's and Phil Kay emsees e floor show, which includes the Margo sters, acrob dancers; Duke McHale, tap ncer; Eppie Bruce, singer, and the mer Dade Girls. Manager is Eddie illon and booking is by Paramount tainment.

es are in the middle range. No num or cover.

It's a Fast Life

CHICAGO, May 11.—Marty Bloom, who handles the shows at the Hotel Sherman Panther Room, had no intention of attending the Kentucky Derby—but he did.

Invited by Mardoni, night club magician, to inspect his new Piper Cub plane, Marty climbed aboard the ship and, before he could protest, the plane was in the air and headed for Louisville.

Marty and Mardoni saw the classic, got rid of their b. r. and were back in Chicago in ample time for the night show at the Sherman.

Agent Emsees But AGVA Makes Him Pay for Standby

PHILADELPHIA, May 11.—AGVA branch here made its forces felt for the first time when it ruled against Paul Mohr opening last Monday (6) at Stamp's Cafe as emsee, because he is also booking agent. Mohr has been emseeing at the Moose lodge for the past seven years and is a former treasurer of the United Entertainers' Association, which was absorbed by AGVA. Johnny Welsh pinch-hit for Mohr, who was then allowed to finish out the week after paying for Joseph Campo, another actor, as stand-by.

Preparing to canvas local niteries for agreements, Tom Kelly, local AGVA secretary, returning from Pittsburgh, has served notice on the membership that after tonight (11), they are not to appear on any bill with a performer not holding an AGVA card. The problem of performers playing a musical instrument again comes to the fore. Regardless of whether or not such performers hold musicians' union cards, AGVA will list them unfair unless holding an AGVA card.

Acts Prefer Returning to War Zone Than Laying Off in U. S.

NEW YORK, May 11.—With the shortage of talent because of the war causing an acute situation in Europe, several talent agencies here are again making attempts to book performers into Europe despite restrictions. So far their efforts have been stymied by the State Department's policy of not issuing passports to countries now at war and none to neutral countries unless the applicant can prove he has urgent business there. Of the 31 American acts involving 45 performers who were there at the beginning of hostilities, 13 acts consisting of 25 performers are known to be abroad yet.

Theater managers abroad are faced with the necessity of closing some theaters unless new talent is forthcoming. Many native performers are already in the front-line trenches and the civilian status of those not yet called is limited. Most of the entertainers have been called as soldiers and not as entertainers. Formerly musicians were left alone to entertain at camps, but they are now being taken up for more belligerent purposes. Despite the scarcity of acts, box-office receipts are continuing to soar. Music and dance halls are playing to capacity.

In France the talent scarcity has reached the point where managers are raiding homes for the aged to resurrect retired actors. Nearly 75 acts were recently obtained by scurrying among the oldsters who had retired to homes, farms and villages. The b.-o. situation in Paris is especially good for the time being.

American acts stranded in Europe are about as sad over their plight as a bear trapped in a barrel of honey. Not only are they working regularly, but they are called upon to double and even triple in spots other than their regular stands.

It is believed that because of the talent scarcity Britain's Ministry of Labor has quietly dropped the pre-war restrictions governing foreign acts. Previous Labor Department rulings forbade foreign performers from playing in England more than six months a year. Acts were permitted to double in London, but not in spots outside that city. However, these bars are temporarily suspended, and acts are cleaning up, salaries being uniformly high. How much of this coin they will be able to take out of the country at the cessation of hostilities is questionable.

In England strip artists are in great demand. While American peelers are preferred by theaters, the shortage is being alleviated by native girls who are learning to shed.

American acts in England now are Wilson, Keppel and Betty; Tracey and Hay, Ben Lyons and Bebe Daniels, Colleano Family; DeVito and Denny, who have split up and are doing singles now; Owen McGivney and Pablo. Also in England are Willie, West and McGinty; the Condos Brothers and Jimmy Hadreas, who are in the musical at the Palladium, *The Little Dog Laughed*, which is still strong after 32 weeks. Stafford and Louise have also parted, with Louise returning to these shores. Leigh Stafford is still working England.

Matthea Merrifield is in Italy, and Birdie Dean, who at the beginning of the war was in Germany, is now in Holland.

The talent shortage is not as acute in Australia, despite the fact that the country is at war, since traffic on the Pacific Ocean is not affected seriously.

Performers Ready Own Showboat for Alaska Trip

SEATTLE, May 11.—The Alaska Showboat, with vaude entertainment, is going around Puget Sound, readying for Alaska in a few weeks.

Harry Kreger, trapeze man and slack-wire walker, with his partner, William Loveless, iron-jaw stunster, built the motor cruiser along showboat lines for the Alaska journey and will visit the many seaports to thrill sourdoughs and mushers.

New Tacoma Club

TACOMA, Wash., May 11.—The Coffee Pot, owned by Harold Elrod, is a new entertainment spot here.

Club Talent

New York:

BUSTER BURNELL'S heel injury, which occurred during his recent engagement at Leon & Eddie's, will be healed shortly and he will resume dates with his partner, Billie. . . . CESAR AND MACLOVIA move from the Havana-Madrid to the Waldorf-Astoria May 15. . . . Fernandez and Montes begin at the Rainbow Room May 16. . . . MARLYNN AND MICHAEL'S stunt of inserting new pictures daily in the cards on the table is working out nicely.

CARMEN MIRANDA returns to the Versailles for two weeks, beginning May 16, replacing Harry Richman. . . . JEAN MONA enters the Famous Door May 21. Set by Paul Small, of the William Morris office. . . . THE TWINS AND BOB are set at the Sawdust Trail. . . . BERT FROHMAN has been renewed for another two weeks at the Hollywood.

ALBERT BOUCHE, operator of the Villa Venice, Chicago, is in town setting a show for the summer.

RENE RENEE, who recently closed a 30-week engagement at The Place in Greenwich Village, returns May 22 for another indefinite engagement.

GYPSY FOUR, singers and instrumentalists, closed a 10-week run May 13 at Doc's Cocktail Lounge, Baltimore, altho originally booked in for only two weeks. . . . BELLE RIGAS, singer, plays the Half Moon Hotel, Coney Island, N. Y., May 25.

* * *

Chicago:

CARMEN MIRANDA, who closed at the Colony Club Sunday, broke all records for attendance at that spot. . . . RALPH (COOKIE) COOK completes a full year at Harry's New Yorker Wednesday (15) and will take a vacation. . . . ISOBEL DE MARCO, accordionist, opened at L'Aiglon Monday (13). . . . ALICE KAVAN has had her engagement at the Panther Room extended. . . . WINNIE HOVELER, dance producer at Harry's New Yorker, has introduced a new and novel Indian adagio routine, with six girls as three adagio teams.

THE DE MARCOS open at the Bon Air Country Club May 28.

* * *

Philadelphia:

FRANK HALL, local nitery emsee, to make a second solo appearance with the Pennsylvania Symphony Orchestra. . . . HAROLD LARZELERE, owner of Evergreen Casino, plans a return to the auto racing game at Langhorne, Pa., where he once held the track record. . . . WILMA NOVAK summoned to New York for the new *Ziegfeld Follies*. . . . TAMARA, current at Jack Lynch's, and her spouse, Ed Swan, are searching for a farm near this city so he can get first-hand info for a new mag for gentlemen farmers which he is going to publish. . . . BARRY, PRINCE AND CLARK making a second return to the Stork Club in two months.

ILLIANA, singer who hit the front pages last year as the estranged Mrs. Stan Laurel, returned to the Open Door Club May 10 for a week on a percentage deal, reportedly 25 per cent of the gross.

* * *

Atlantic City:

MAX HERMAN unshutters his Music Bar with Billy Van and the Three Kings. . . . TALLY-HO TAVERN adds floor entertainment headed by Bob Moore, song and dancer. . . . WAGON WHEEL also starting the season's floor shows, with Bob Lowry, song seller. . . . DEE ROGERS, dancer, joined the Gwen Shoch model agency. . . . MIDGE FIELDING, who stages nitery shows at the better spots around town, will stage Leonard Sillman's new revue.

* * *

Here and There:

DICK DELTON goes to the Hotel Syracuse, Syracuse, N. Y., June 1. . . . JIMMY JOYE is at the Henry Grady Hotel, Atlanta, after a run at the Roosevelt Hotel, Jacksonville, Fla.

FRANKIE HILTON is current at the Bowery, Detroit. . . . HANK LEWIS' show at Matteoni's, Stockton, Calif., includes Teddy Peters, Rollet and Dorothea and Four Toppers. . . . FRANCIS RENAULT, female impersonator, will be at the RKO Madison, Brooklyn, May 17.

DELISSE AND ELLIOT DWIGHT (formerly Ondrea and Michel) opened a two-week run at the Kenmore Hall, Albany, N. Y., Saturday (11).

HARRY RICHMAN goes to the Bowery, Detroit, May 20. . . . DWIGHT FISKE is set for a four-week stand at the Victor Hugo, Hollywood, thru Paul Small. . . . VALLEY AND LYNNE, after engagements at Smitty's, Lancaster, Pa.; Black Cat, Wilmington, Del., and Wilson's Club, Philadelphia, set by Anthony Phillips, open May 17 at the Casino Theater, Toronto.

HAL AND HONEY ABBOTT have sailed for Rio de Janeiro to open at the Atlantico Cafe. . . . CHARLEY (RED) HALL resumes emsee duties at Federal Gardens, Buffalo, M 6. He was there 21 weeks last season

Night Club Reviews

Park Central Hotel, Cocoanut Grove, New York

Talent policy: Dance and rumba bands, with acts doubling from Royal Palm Room. Management: H. A. Lanzner, hotel manager; William Robbins, Cocoanut Grove manager; Ed Wiener, press agent. Prices: Dinner from $1; supper from 75 cents; supper cover charge 50 cents week days and $1 Saturdays and holidays; no cover charge for dinner guests remaining after 10 p.m. except Saturday and holiday evenings.

With the opening of Del Courtney's Band, the hotel's night club activity is transferred to the cooler room on the 26th floor, which is idle during winter. The tropical motif prevails at the Cocoanut Grove.

Courtney is a pleasing front for a capable 11-piece combo, consisting of three saxes, two trumpets, trombone, Hammond electric organ, piano, drums, bass doubling on the tuba and guitar alternating with the electric guitar. The music is on the sweet side and is instrumental in keeping the floor well filled. For the sit-outers there are visual novelties to keep them interested. Vocals are handled by Joe Martin, Dick Dildine and Sherman Hayes. The ork has sufficient variety to keep customers interested in staying long after the meal is finished.

Augusto and his rumba band alternate with Courtney. This outfit makes its entrance with the playing of a rumba by Courtney, taking its place without missing a note. The quality of the Latin music is similarly high, with Augusto fronting from the fiddle. Felicia Flores, vocalist, gives creditably, using her torso to good advantage in handling the maraccas.

The lull entertainment is by talent from the cocktail lounge. Charley Bourne does the piano work excellently for Helen Standish, a fairish soprano, and Scat Powell, a hotcha singer. The Ross trio is a harmony team of three gals that is considerably below par. Voices, arrangements and delivery are less than so-so. Binnie Howard, with Maralynn at the piano, is a knockout. The gal is a looker with pleasing pipes and personality to spare.

Joe Cohen.

Hotel Sherman, Panther Room, Chicago

Talent policy: Dance and show band; floor show, 9 p.m. and 12 midnight. Management: Ernest Byfield and Frank Bering, managers; Howard Mayer, publicity. Prices: Dinner from $2 (from $1.25 in Malaya Room adjoining); drinks, moderate; minimum $1 on week days, $2 on Saturdays.

Swinging into the mid-spring season, the Panther Room is offering two bands, either of which alone can dish it out plenty hot, but when both get going simultaneously, as they do at intervals, it's a really torrid session. Bud Freeman and his Summa Cum Laude Orchestra are a co-op outfit organized last year. In the line-up, besides Bud, are Eddie Condon, guitar; Pee Wee Russell, clarinet; Max Kaminsky, cornet; Brad Gowans, valve trombone; Dave Bowman, piano, and Pete Peterson, bass. "Stuff" Smith and his seven sepia swingsters are a combo well known in Chicago. With trumpet, sax and four rhythm, these boys set the swingsters agog with their jive jingles. An ideal set-up for the jitterbugs.

Lee Wiley, popular songstress and composer, heads the entertainment bill. Author of *I've Got the South in My Soul; Anytime, Anyday, Anywhere*, and other hits, Miss Wiley has a voice of excellent timbre and a pleasing delivery that puts her songs across nicely.

Held over from the previous show, Alice Kavan continues to win plaudits for her smart dance routines.

Paul Regan, clever impersonator, pleased with his impressions of Bing Crosby, Bob Burns, Rudy Vallee, Winchell and other well knowns.

The Jitterbug Kids, Bali dancers and Karl Marx, clown, conclude the show.

Nat Green.

Hotel Fourteen, The Harlequin, New York

Talent policy: Informal entertainment 5:30 to 7:30 and 11 to 2 a.m. Management: Stephen G. Crean, hotel manager. Drinks from 50 cents.

An intimate cocktail lounge patronized by socialites who either had their fill of the topnotch hangouts, such as Fefe's Monte Carlo, Stork Club or El Morocco, or prefer less expensive environs. As a rule, only a single performer is featured, and if he clicks his engagement is an indefinite one.

Current is Frances Maddux, who recently returned from a two-year stay in Europe. She is a pleasing personality, entertaining quietly and informally at a piano. She is in dire need of good material, however, for concentrating as she does on original songs, they naturally must be capable of standing the competition of pops and other originals featured in competitive spots. And, too, she is almost totally dependent on the material, lacking a trained voice. Offers both straight and comedy songs, and the set caught had few double meaning passages.

Taking turns at the piano is Bud Gregg, who weaves pleasant musical patterns. D. H. Rodriguez is the distinguished-looking palmist who works at tables.

Sam Honigberg.

Havana Casino, Buffalo

Talent policy: Dance and show band, floor shows at 10, midnight and 2. Management: George Cecala, owner and manager; Art Richelt, host; Al Norton, of Rochester, booker and press agent. Prices: Special platters from 60 cents, sandwiches and drinks from 35 cents. No cover; minimum Saturday nights.

Altho the Havana Casino had in the past always stood out from an array of smaller East Side spots, catering to thrifty steppers with fair talent and a small coloerd dance band, it has apparently cut its budget

Tho fairly well paced and including an array of hard-working acts, the 40-minute presentation lacked the spark. A fair buy for the money, the spot still draws with the help of newspaper ads, but would profit greatly from the addition of a really good act or two.

Top billing went to Louise La Marr, who offered a torrid teasing dance and song number. Strictly burly material. The gal sang very risque lyrics, most of which were drowned among the brass tooter's noise. Went thru the strutting, stripping type of dance routine, peeling with each encore. Tho shapely, she lacked finesse and polish.

Charles and Kitty Keene, billed as "Sweethearts of the Waltz," surprised by being anything but that. A strictly slapstick knock-'em-down drag-'em-out type of act, the team displayed some comedy appeal and exhibited several really true-to-regulation wrestling holds. Femme partner got the best of big male, and being tiny was good for several laughs. Act could be improved by shortening and tightening in spots.

Harry Frank made the most of his emsee duties and filled in with pleasing tho off-color song and dance bits. Showed good showmanship and entertained capably with self-styled lyrics and gags.

Helen Deneault's Manhattan Maids, a tirelessly working line, showed versatile talents, which gals displayed in solo work. They lacked eye-appeal, however, in shape as well as in costumery. Did a fast tap, a soft-shoe high kick and a semi-acro routine which went over so-so. Each of the four soloed to better advantage. Line captain Deneault did a modern waltz with semi-acro turns which was executed neatly. Joyce Caudill voiced *Darn That Dream* but couldn't really be heard above the trumpet's droning. A pretty brunet, Francine Gordon presented a lively shim sham, which she announced as the Bugaboo, combination truckin', shagging, etc. Rose Larson, most talented of the crew, showed promise with a good and peppy acro solo. Got a good hand.

Floyd McRae's four-piece colored band is okeh for the dancing, but did very poorly on the accompaniment, ruining all vocal efforts with a blaring horn.

Eva M. Warner.

Club Royale, Detroit

Talent policy: Dance and show band; floor shows at 9:15 p.m. and 12:30 a.m. Dinner prices: Dinners from $1.50; drinks from 75 cents; cover charge, 75 cents.

A strong show held over at this class spot, the current production is nicely balanced. The Six Royalettes, produced by Sharon Lynn, open with individualistic school days routine to *Tiger Rag* that is cute and return for later numbers. Costumes are outstanding.

Dean Murphy, emsee, has a novel introduction, the Royalettes speaking a bit about the "man on the cover," and each girl brings out a cover of *The Billboard* with Murphy's photo on it. Murphy's emseeing is okeh and his mimicry tops. His Charlie McCarthy ranks among the best impersonations we've ever seen. His two Roosevelts (F. D. and Eleanor) are good for a class crowd any day.

Emilee Adreon opens in a whistling number of real birdlike quality, without benefit of mike, and follows with an unusual acro dance solo, featuring hand-walking and somersaults.

Margie Knapp, dainty ingenue with plenty of zest and rhythm, has a variety of vocal styles, perhaps most effective as a melodramatic balladist. She visibly gets the femmes with *When You Wish Upon a Star*.

McDonald and Ross have a highly varied dance routine. Opening in a few measures of ballroom, style switches to tap, Spanish, etc., rapidly. Their teamwork and obvious pleasure in the medley routine make the act different. They return in some obvious clowning, missed catches and the like, and each does some nice solo tap work.

Carl Bonner and his band furnish music for dance and show, with Bonner doing plenty of sweet vocals for both dancing and interlude music.

H. F. Reves.

Cotton Club, Philadelphia

Talent Policy: Dance band and floor show at 7:30 p.m., 11:30 p.m. and 1:15 a.m. Management: Harvey Lockman. Prices: Dinner from $1; $1 supper minimum and no cover; drinks from 50 cents.

Starting with LaFrene Grill as a restaurant with dinner dancing on and off, this center city site took on a new lease on life when Lockman entered the management, and blossomed forth this season as Delmonico's. Now, as the Cotton Club, with a fast-stepping and moving sepia floor show and band spot has all the elements that make for a click. It is the only class sepia spot in town catering to the paleface trade.

Show gets a speedy send-off from Son and Sonny, male duo of speedy hoofers, which is a bring-on for Princess Valda, who puts her body thru all the expected jellyfish contortions. Gal is a shake artist.

Laon and Sandrea, personable dance duo, following with an engaging exhibitions of the intoxicating rumba and conga routines. Troy Brown, slightly colossal both in form and wit, carries his tonnage well for his singing monologs.

Reds and Curley, male duo of tap experts, hit high with their fancy footwork. Ida James is as strong as ever in selling the blues ballads.

Biggest response goes to handsome Bobby Evans, who does double duty here, serving both as band leader and emsee. Is as much at ease in front of the band as he is on the floor, show-stopping with his smart song and shoe work

Practically all the performers here have Lockman to thank for their first break in show biz at his Ubangi seasons ago, and they give out for him here.

M. H. Orodenker.

Barney Rapp's Sign of the Drum, Cincinnati

Talent policy: Dance band. Owner, Barney Rapp; manager, Irving Herlands. Drinks and sandwiches from 20 cents, with special steak dinner at $1.75. Seventy-five-cent minimum week days, $1.25 Saturdays.

This suburban spot recently ditched its 25-cent admission (40 cents on Saturdays) in favor of a minimum to weed out the coke-sipping jitterbuggers in favor of the better spenders. Business has perked in recent weeks, with week-ends especially good but, as with all the other night haunts hereabouts, there's plenty of room for improvement.

Barney Rapp's New Englanders are the stock band feature here, but when they're on the road the podium is occupied by a local or traveling combo. The use of better bands in recent months has been one of the reasons for improved business. Featured the past month have been Charlie Spivak, the trumpet wiz, and his new orchestra, one of the solidest crews to stop off here since the club's opening.

The club recently dropped its two-act floor shows, when the attractions which the limited talent budget made possible failed to draw extra biz. A nightly feature, however, are the horse races, with customers riding the trick nags, the winners netting a drink on the house. The stunt has proved popular.

Spot has a WLW-WSAI wire, with the Spivak bandsmen getting in two locals nightly, with an NBC Coast-to-Coaster twice weekly. Drinks and cuisine are good, with prices reasonable and service topnotch.

While Tommy Dorsey is reported to have dropped negotiations to buy half interest in the place a few months back, rumors persist that he is part owner, which Rapp denies, however.

Bill Sachs.

Bal Tabarin, New York

Talent policy: Dance and show band and relief dance band; floor show, staged by Jack Lewis, at 8, 11:30 and 1:30. Management: Johnny Hourcle, operator. Prices: Dinner from $1; no cover or minimum except Saturdays after 10 ($1).

This modest but attractive basement night club next door to the old NVA Club is celebrating its sixth anniversary this week. The one large room (seating about 150) is pleasingly decorated with sidewalk cafe awnings and French slogans, with a bar in one corner and the band stand in center background.

The floor show is better than you would expect, considering the fine $[illegible] dinner. David Sorin, baritone, emsees quickly and pleasantly and then sings *Indian Summer* and *Wagon Wheels*, giving them considerable feeling. Wand[illegible] and Collins, ballroom team, opened with a conventional number followed by [illegible] *Tour of Manhattan* idea which is a medley of several styles. Went over nice[illegible] and returned later for a song and d[illegible] to *When My Baby Smiles at Me*.

JUST OUT!

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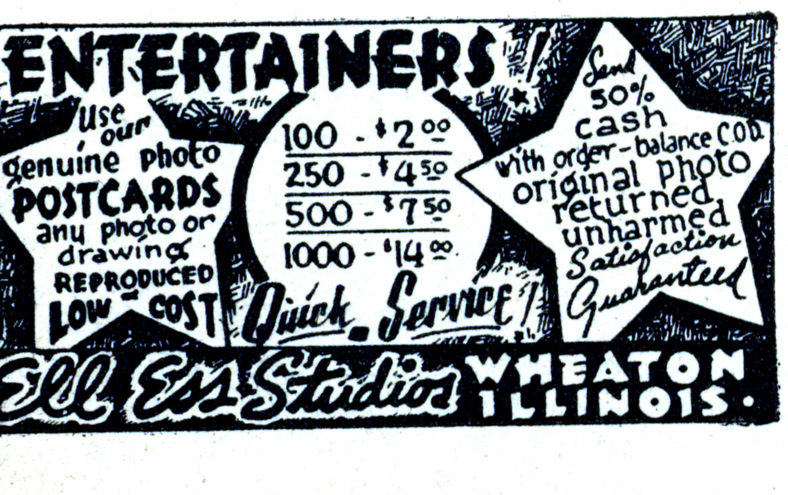

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'No Name Jive' Coming Up

NEW YORK, May 11.—What gives every indication of being a new *In the Mood* is Glen Gray's waxing of *No Name Jive,* just starting to come up on the automatic phonographs thruout the country. The swing number started its phono career this week with a bang.

For further details on this recording and others popular in the music machines, turn to page 72 and the Record Buying Guide in this issue of *The Billboard.*

Fay's, Carman in Philly Drop Vaude; Camden to 3 Days

PHILADELPHIA, May 11.—After next week Fay's is going dark until the fall, and the Carman goes straight pic. Only local stage fare will be the Sunday stands at Woodside and Willow Grove amusement parks.

Possibilities of stage shows for any of the Warner Brothers houses, where the music strike is now in its sixth month, are remoter than ever. Thomas J. Williams, federal labor mediator entering the impasse, admitted that, tho he is still "optimistic" a settlement can be reached, he has made "no progress" whatsoever thus far.

The Towers in Camden slices its seven-day stand to a three-day week-ends during the hot months, bringing in units during the week on a spot booking basis. However, slack in talent bookings is expected to be taken up by the night clubs.

Tom Mix 1-Niters; Ritter for Films

NEW YORK, May 11.—Tom Mix has been added to the roster of Western faves making one-night vaude stands by Martin Wagner, of the William Morris office. Mix will play Midwest theaters for three months, beginning June 1. No commitments have been made for him after September, since he may return to films.

Tex Ritter, now making personal appearances in Texas, winds up his tour May 15 to make a picture for Monogram.

B. & K. Managerial Changes

CHICAGO, May 11.—Several changes in management of B. & K. theaters, to take effect early in June, were announced this week. William Holden moves from the State-Lake to the Chicago when Roy Bruder leaves to enter business with Johnny Perkins. Holden will be succeeded by Charles Gottle, now at the Marbro; Ed O'Donnell switches from the Paradise to the Marbro; George Romine from the Senate to the Paradise and Jerry Winsberg from the Lakeside to the Senate.

Aiding Variety Fund

LONDON, May 4.—Acceptances for gala variety performance in aid of Variety Artists' Benevolent Fund at London Palladium here tomorrow (5) include Gracie Fields, Arthur Askey, Max Miller, Flanagan and Allen, Vic Oliver, Florence Desmond, Bebe Daniels and Ben Lyon, Jack Warner, Rawicz and Landeur, the Condos Brothers and Maurice Colleano and Company.

Hope Unit Is Willing

NEW YORK, May 11.—Bob Hope and his unit made up of talent from his radio show are being made available for two more weeks. Already booked at the Chicago, Chicago, and the State here, the outfit is angling for dates at the Michigan, Detroit, and the Palace, Cleveland.

Price for this combo, including Jerry Colonna, is said to be $15,000 plus percentage. William Morris office agenting.

Hutton Asks $1,500

NEW YORK, May 11.—Betty Hutton [illegible] the conclusion of her run in *Two for* [illegible] *Show,* will be submitted by the Wil- [illegible] Agency for vaude. Asking [illegible] he former Vincent Lopez [illegible]

Slow Season for Ft. Worth Spots

FORT WORTH, Tex., May 11.—With the Den, night club in the Texas Hotel, shuttering for the summer June 1, this city is looking forward to the slimmest night club season in years.

However, this lack of first-class night spots should be an aid to Casa Manana, open-air cafe-theater opening June 28 for a month, as it will be the only big-time local nitery. Casa Manana not only will have name bands but also five acts and a line of 60 girls.

There are two other big spots still open, but they are outside city limits. The ballroom at Casino Park on Lake Worth opened its 14th summer season yesterday (10) with Bill Carlsen's Orchestra. The 400 Club on the Jacksboro highway has Layton Bailey's Orchestra. This spot is branching out into the one-nighter field, Fats Waller being booked for a one-nighter May 22.

There is still no prospect of the Show Boat, open-air spot also on the Jacksboro highway, reopening this summer.

Carol Lofner's Orchestra went into the Den May 1 for the spot's last month.

Window Kitchen Helps Business

NEW ORLEANS, May 11.—Jimmy Cooper, operator of the Court of Two Sisters, night club, has discovered a popular attraction.

Placing his kitchen is such a place that night and day patrons cannot escape seeing culinary art in its makings, Cooper has found the glass-fronted refrigerator whetting appetites.

Sales have increased considerably since the innovation.

Sponsors Skating Teams

NEW ORLEANS, May 11.—La Lune Night Club management is sponsoring two full teams of boys and girls in a four-team roller-skater city championship series to be held at the St. Louis Cathedral Community House here.

Keystone Cops in N. C.

SEATTLE, Wash., May 11.—Mike Lyons, proprietor of The Show Box, night spot, opened April 29 what he believes is his outstanding show of the year, the Keystone Cops. Appearing in person are Chester Conklin, Hank Mann, Snub Pollard and Al St. John.

Berle Set for Chicago

CHICAGO, May 11.—Milton Berle is set for two weeks at the Oriental Theater when that house returns to stage shows Friday (17).

Sophie Tucker, now at the Chez Paree, opens at the Oriental June 7.

Talent Agencies

JACKIE WILCOX, formerly a circus executive, has joined the Vic Allen Agency, Kansas City, Mo. Allen recently quit the Paragon Enterprises to open his own office.

WILLIAM H. GREEN leaves Music Corp. of America June 1. For the past two years Green has been in charge of publicity and advertising in the Chicago office. Plans a Mexican vacation and will announce a new affiliation June 15. Jack Hess, formerly with RKO, succeeds Green.

RAY S. KNEELAND, Buffalo, has added the Rendezvous, Dunkirk, N. Y., supplying four acts to Mrs. Edna Frawley, proprietor, every week. . . . WALTER J. GLUCK, Buffalo, is doing a lot of nitery bookings, including Lenny Gale into Frank's Casa Nova; Sylvie La Rue into Kaufman's Cafe Madrid, a return engagement after a previous stay of 2½ years; Rita Zane into the Palace Theater; Little Joe Little and Kay Windsor into Monin's, and Margie Winters into the Chateau, Rochester, N. Y.

BENAY VENUTA and the Hilton Sisters have been signed to exclusive contracts by the General Amusement Corp.

MAE JOHNSON, of MCA's New York office, is back at her post after a siege of pneumonia. . . . AFFILIATED ENTERPRISES, Houston, is the new name of the office formerly known as the Bill Hunter Enterprises.

He Got Publicity

RIO DE JANEIRO, Brazil, May 11.—Jack Powell, on his arrival here, managed to grab himself a good bit of front-page publicity because of his antics at the dock. Appearing on deck with make-up and drum sticks, he beat out rhythms on every object available while cameramen clicked away.

It was going out to left field for publicity, but it worked. He's drawing heavily at the Casino Balneario Atlantico.

Sparks Wants 4G; Pangborn, Kruger, Costello 5G Trio

NEW YORK, May 11.—Ned Sparks is being added to the list of film names available for vaude. Asking price is $4,000. Management by Consolidated Radio Artists.

Franklin Pangborn, Dolores Costello and Otto Kruger are also being submitted by CRA at $5,000 weekly as a trio.

Kilby Takes Over Asbury Park Club

NEW YORK, May 11.—San Remo Club, adjacent to Asbury Park, N. J., has been taken over by Harry Kilby, local booker. The spot acquired from Gene Folci will be renamed the Cuban Casino and will feature Latin bands and entertainers. The new policy will go into effect June 14. Kilby says he has a 10-year lease on the spot.

The club has been in existence more than 20 years, and will be renovated before the opening. Kilby expects to keep the place going thruout the year.

It is expected that a race track will be built near the spot next year.

The Ross-Fenton Farms, recently acquired by Meyer Davis, is four miles from the San Remo.

Pa. Labor Dept. Pushes MCA License

PHILADELPHIA, May 11.—Anthony C. Sharkey, in charge of booking licenses for the State Department of Labor, served an ultimatum today on Music Corp. of America that unless it procured a State license immediately all MCA acts appearing for engagements within the State borders would be stopped.

While the license fee is only $100 a year, the law stipulates that an address must be maintained in the State, which would necessitate MCA opening a branch office in Pennsylvania. Only other alternative would be to book their shows and acts thru a Pennsylvania agent, which would mean splitting commission fees.

While Sharkey has no legal right to stop shows, he claims he can achieve that end thru the act buyer, in that the liquor control act stipulates that only entertainment employed thru a Pennsylvania licensed agent can be employed. Violation of the amusement license jeopardizes the spot's liquor license.

Hurricane Show Much Improved

NEW YORK, May 11.—The show at the Hurricane has been considerably strengthened since the premiere April 17. The all-native cast has been hypoed by the spotting of singer Sara Ann McCabe, who is a competent stylist, and Harrison and Fisher, who doubled from Loew's State last week and whose punchy dance routines went over well here.

The show still has eight native girls, who will be replaced by a new batch of native hip-swayers next week. Three male natives, still in the cast, are to be let out. That means the revamped show will no longer be authentic South Seas, but it will be more commercial.

Eddie Bush's Hawaiian band is still featured, with the Canay rumba band alternating, fronted by tall and loose-limbed Lolita Cordoba, who shakes and sings and then shakes some more.

P. D.

Chi Theaters Again Battling For Attractions

NEW YORK, May 11.—The battle for vaude names in Chicago will be keen once more starting Friday (17), when the Oriental, a Jones, Linick & Schaefer house, returns to its combo and bargain price policy. Oriental has been showing *Gone With the Wind* for 17 weeks and, anxious to recoup its old flesh fan following, the management will compete for names with the Chicago and State-Lake, both operated by the Balaban & Katz chain.

Johnny Jones, Oriental executive, was in town this week to sign acts and attractions and judging by the names bound for the Oriental the flesh budget will be higher than in pre-*Wind* days. Milton Berle will top the opening show and the succeeding line-up will have Willie and Eugene Howard, Dixie Dunbar and Beverly Roberts in the same show.

House will also be in the market for name bands and has already set two thru the Music Corp. of America office. Jones contracted for Bob Crosby, who is winding up an engagement at Chi's Blackhawk Cafe May 31, to follow the Howard Brothers, and penciled in for a later date is Sammy Kake's outfit.

The Chicago Theater heretofore has been playing all top bands and acts, with the surplus going into the State-Lake across the street. Reopening of Oriental will give more bands a chance for Loop house showings, as well as additional band booking agencies. Earlier, Vincent Lopez was scheduled to go into the Oriental, but the prolonged run of *Wind* and his opening at Billy Rose's Aquacade at the New York World's Fair today forced him to cancel the date.

In the meantime Chi's RKO Palace, which switched to pictures last year, is still undecided on vaude. Palace's flesh bills were booked out of the local RKO office.

St. Moritz Roof To Open With Varzos

NEW YORK, May 11.—Entertainment at the St. Moritz Hotel has been transferred to the Roof Garden from the Restaurant De La Paix. The latter room, formerly open thruout the year, will close this summer. Included on the opening show, May 17, are Eddie Varzos, who moves up from the downstairs room; Gonzales and Christine, Marcella Hendricks, former vocalist for Dick Kuhn's band; Emil Boreo, who will appear only at the supper show, and Margaret Scott, accordionist, who will provide lull entertainment. The roof will have no relief band.

Greta's Viennese Restaurant in the Hotel Navarro, to be operated by Greta Freund, former European opera singer, will take the place of the recently closed Fox and Hounds Club. The Fox and Hounds, in operation only two months, was run by Joe Colonna, brother of Jerry. Entertainment policy under the new management is not definite.

Detroit Fox Opens With Ted Lewis

DETROIT, May 11.—Opening date for stage shows at the Fox Theater has finally been confirmed for next Friday, with Ted Lewis as opening attraction.

This is a week earlier than last date predicted, and will enable the Fox to have a week of stage shows, while the Michigan, opposition house, is showing straight pictures.

Evidence is that this alternation of stage shows will be the rule of both houses.

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Vaudeville Reviews

Loew's State, New York

(Reviewed Friday Evening, May 10)

State's show this week is headed by Milt Britton's screwball band; Gertrude Niesen, warbler, and Dean Murphy, and when caught program was playing to fair business. Second-run picture, *Road to Singapore*, might help the gross thru its name value.

Opener, Three Samuels and Harriet Hayes, two men and two girl dance flash. While essentially a hoofing turn, act is varied by occasional hoke and knockabout. Routines include a tap by two men and one girl, acro number by the second girl and a flashy military turn by all four. A smart-stepping opener. Gaudsmith Brothers, around for years, still doing a very good comedy dog act. Men are dressed shabbily and chatter thruout the turn. Pooches, a couple of French poodles, are fantastically clipped and show wonderful intelligence. Routines include pyramid balancing, dogs on top. Much of it develops into hoke knockabout, the dogs and the brothers doing hilarious nonsense. Closed very strong.

Dean Murphy, one of the top mimics in the business, did impersonations of Mae West, Garbo, Hepburn, Charley McCarthy, President and Mrs. Roosevelt, Clark Gable, Charles Boyer, Lionel Barrymore, Ronald Colman and W. C. Fields. Very big, and had to encore. Material contains much humorous satire. He does his stint with a minimum of fuss, sliding from one characterization into another.

Gertrude Niesen sang *Yodeling Jive*, *When a Gypsy Makes His Violin Cry* and *Annie Laurie*. Scored a distinct show-stop, and for encore did *Oh Johnny*. *Johnny* was built into something of a production, Ruby Zwerling's boys chiming in with nonsense. Miss Niesen did two or three versions of the tune, last a take-off on Bonnie Baker.

Milt Britton, a good stage band, has an assortment of high-powered lunatics, including eccentric Tom Rafferty, Joe Britton, Irving Jaffe and Chubby Silver. Chief element of the foolishness is surprise, and things happen all over the stage. Fiddles are busted, conks cracked and finally the backdrop is torn down. Audience loved it. *Paul Ackerman.*

State-Lake, Chicago

(Reviewed Friday Afternoon, May 10)

It's Harlem time at the State-Lake this week, with Jimmie Lunsford, "The Harlem Express," and a bill of sepia acts. For swing addicts it's strictly okeh. Lunceford's organization is hard to beat in its particular field. Strictly swing and solid on the brass, the band leans heavily to novelty numbers, such as *I Want the Waiter With the Water*, *Wham*, *Tuxedo Junction* and *Hep, Hep*, but varies occasionally with numbers such as *Stardust* and a Beethoven sonata, to which they are not so well suited. Willie Smith and James Young do some excellent vocals.

Miller Brothers and Lois are a versatile dance trio with plenty of speed. Offer several novelty routines that are very good, particularly one done atop a narrow table.

The Dandridge Sisters, singing trio, have fair voices and their warbling of *South American Way* and other pop numbers won a good hand.

Swan and Lee, comedians, are handicapped by weak material, but when they go into their dance routine they are entertaining and finish strong.

On the whole the bill is weak, aside from the band itself. Picture, Paramount's *Women Without Names*, won't help. *Nat Green.*

Fay's, Philadelphia

(Reviewed Friday Evening, May 10)

In its closing weeks before the usual darkening of the house for the summer, House Manager Sid Stanley has shaped together a frothy stage revue that makes up in quality what it lacks in the usual quantity. It all runs smoothly and in fast fashion for some very delightful 45 minutes.

Making most of the burly strip stars as box-office bolster-uppers, two standard epidermis revealers are on for the unveiling this trip, Diane Raye and Madge Carmyle, altho the ad billings and marquee promises three teasers. Virginia Dare, ballied as "Broadway's Daring Darling" and "Sensational Siren," is strictly for the come-on. It's really Virginia McNaughton who embellishes the production numbers with some fancy tootsie work.

Curtain split brings out the house line of a dozen ponies, cut from 16, for a precision tap routine while whirling and rolling a hoop. Miss McNaughton gives it a smash finish with some smart high kicking.

Harry Holmes & Co., latter comprising a male and fem stooge, pan out as a one-man hellzapopper, giving the cues from a piano bench, where he rambles inanities over the keyboard. It's chockfull of hookum, ranging from a skeleton running thru the darkened house to a dummy dame tossed out of the upper box. Good timing makes the bedlam count for most, with the only letdown in his finale, Holmes playing a piano solo in xylophone style, carrying none of the punch built up strongly up to that point.

Miss Carmyle, blond beaut, follows with a fast peel that's limited to the dropping of the bras. Chorus comes on for the pace change with a Viennese waltz turn. And again, Miss McNaughton tops it off with tuneful tap terping.

Jim Pennman, comedy juggler, is convincing when twirling the three rubber balls or tossing as many Indian clubs, but he dispels the impression with an assortment of alleged jokes that even Joe Miller would consider Joe Millerish. The material drags him down beyond recall. Diane Raye picks it up, coming out in crinoline lace and hoops, which she sheds quite expertly by the time Conductor Harry Cohen segues his pit pipers into a second song.

Carr Brothers, two, are a solid click with their hand-to-hand acrobatics, bringing a refreshing comedy lift to their gymnastic feats. House line calls down the curtain with a military tap with signal flags.

On Their Own gives the bill screen support. Biz fair at late supper show. *M. H. Orodenker.*

Roxy, New York

(Reviewed Friday Evening, May 10)

The Roxy production staff does handsomely by itself in blending such diverse elements as an uninhibited troupe of sepia jitterbugs followed by a pair of classical ballet dancers. While this apparently violates orthodox procedure, the expertness of the routining has the audience liking it.

Current bill is divided into two sections, first half being by the sepians. Opening is by Whitey's Jitter-Dancers, eight couples who do fast stepping to get the show off to a good start. Avis Andrews displays powerful pipes with two numbers, *Watching the Clock* and *Lover Come Back to Me*. A reliable entertainer, she gets a good hand. She is given background by the male section of the jitterbugs. On his second visit here within 10 weeks, Bill Bailey repeats his expert tapping to net swell applause. His impression of Bill Robinson is a show-stop.

Whitey's Jitter-Dancers close the sepia section of the program with frenzied jittering. Contributions by the various couples provide many laughs.

The handicap of following this exhibit is nicely overcome. Atmosphere by the Gae Foster Girls, together with an impressive set, give Karen Conrad and Alexis Dolinoff, of the Catharine Littlefield ballet, the proper setting. Altho Dolinoff lacks the commercial quality possessed by Miss Conrad, they make a good showing when paired. They start with Kern's *Waltz in Swingtime*, after which she does a solo that registers heavily. They close with another classic bit which is also beautifully done.

The Merry Macs, recently at the Paramount, also give good account of themselves. Encored twice.

The Gae Foster line closes with its bicycle ballet.

Pic, the Republic super, *Dark Command*. Biz fair when caught. *Joe Cohen.*

Hippodrome, Baltimore

(Reviewed Friday Evening, May 10)

Dave Apollon's *Varieties of 1940* occupy the stage for 65 minutes of solid entertainment. Sharing the spotlight with Apollon is Columbia's *The Doctor Takes a Wife*. Royal Filipino Orchestra, 14 men headed by Apollon, plays for the show from the stage and does a good job, also rendering pop tunes and instrumental specialties between acts. Line of 10 girls, with a high percentage of lookers, is well trained and costumed. They're on for three routines, including La Conga, which they do with gusto and precision. First specialty is provided by Anita Jakobi in an acrobatic tap. She's a long-legged gal and, aided by effects of a flowing gown, does some good dance contortions and flying cartwheels.

Ben Beri follows with comedy juggling, furnishing some hilarious moments for the audience. Beri has the inborn instincts of a comedian and his juggling is expert, a combination that makes for zanie results. He was forced to beg off. Maurice and Marvea, dance team, added its bit to the entertainment with several pleasing numbers. Blond Marvea and the dark Maurice make a good-looking couple. They work gracefully in the waltz and jitter, but girl is a bit heavy for the lifts. Doris Dupont, personable brunet, offers a few tap routines with and without benefit of music. Has clear taps, but nothing unusual.

Carol Manners, the radio lark with a powerful set of pipes, is on next to closing. Rendering an aria from *The Italian Street Song*, as well as several pop tunes in her high soprano, she bows out to heavy response. Closer is reserved for the amusing dog display under guidance of Gil and Bernice Maison. Three canines, Benny, Georgie and Butch, have been trained to respond opposite to Gil's commands, while Maison's urgent but vain appeals for the dogs to do the correct stunts at the proper time make for many side-splitting situations. It's a strong performance.

Dave Apollon lends his charm thruout the production. He does everything that an emsee can do. In addition to keeping his fine show working at a fast clip, he intersperses the acts with excellent guitar solos, leads the band, joshes with the entertainers and dances and stooges for one of his comedian musicians. His comedy antics are on the same high plane as his well-balanced unit. *Phil Lehman.*

Music Hall, New York

(Reviewed Thursday Evening, May 9)

A show for the eye, as is generally the case in this beautiful temple. This new Russell Markert production, the first in seven weeks due to the long run achieved by Dave Selznick's *Rebecca*, revolves around common, catchy phrases. Three maidens in gay '90s outfits introduce each of the four scenes with rhyming bits of gossip.

The opening, a musical and vocal arrangement of George Gershwin's *Rhapsody in Blue*, is beautifully staged but is too lengthy. Featured are Erno Rapee and the symphony orchestra, the choral ensemble and Henrietta Schumann, pianist spotted on an elevation in the background. Irving Landau is responsible for a well-blended vocal interpretation.

Lighter in vein and more entertaining is the rustic scene featuring the Corps de Ballet in an imaginative haystack routine and Valya Valentinoff in a satiric impression of a scarecrow. Nat Karson's setting is excellent.

Frank Paris is out alone on this immense stage with his puppets, but holds the attention with nimble-fingered manipulation of popular characters. In order named, he brings out puppets of Zorina, a skeleton, Sonja Henie, a Mickey Rooney type of jitterbug and, the most novel of all, a trick bicycle rider. Took three bows.

The sensational Rockettes draw their customarily heavy response in the finale with a precision number, created by Gene Snyder, that is probably one of the best yet seen on the commercial stage. Their high kicks in unison make a highly impressive sight. Robert Landrum and Laura Kellogg, capable song team, join the Rockettes in a duet of *I Always Say*, a nice enough tune composed by Robert Emmerich and Albert Stillman. Entire company returns to create a colorful and lavishly costumed curtain scene.

On screen, *My Son, My Son!* (United Artists). Biz very good last show opening day. *Sam Honigberg.*

Riverside, Milwaukee

(Reviewed Friday Afternoon, May 10)

Billed as a "farcical, fast and furious" show with "a big cast of European artists, gorgeous scenes and dazzling costumes," the *Revue De Paree* falls a bit short of its elaborate build-up.

Opening number, by the Hild Dancing chorus of 12 steppers, is a rumba, with Donna Lu Pae, who has been standing them out at the Old Heidelberg, just north of the city, turn

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performance, augmented by some clever lighting effects. Her nifty contribution was to the tune of *The South American Way*.

A male juggler assisted by a comely, blonde tosses balls and tambourines about in fine fashion. Wind-up finds the two keeping six tambourines going back and forth between them.

Sid Marion and Cliff Hall put in two appearances and are decently funny in each instance.

With the aid of trick lighting, the chorus does a black and white number to *The Little Man Who Wasn't There*, by the pit orchestra.

A male acrobatic tap dancer performs in good fashion, culminating in a cart-wheel routine set to the tempo of a train and executed atop a small platform.

A combination of two girls and two men do a series of comic ballroom steps, with the burlesque at times hinging near boredom. Top stunt of the act occurs when one of the men balances himself on his toe atop the end of a specially propped violin. Only vocal on whole program is a start at *Careless* by one of the gals, when she is choked off by her partner.

Finale presents the chorus in military capes of red, twirling batons, with the leader in white handling her baton with excellent precision. While the dancing of the chorus and the individual acts is good, its abundance makes the bill somewhat top-heavy in that direction.

House rather sick when caught at second afternoon show. Pic, *Alias the Deacon* (Univ.). *H. C. Brunner.*

West End Hotel Goes to Grossman; New Policy?

LONG BEACH, N. J., May 11.—Change in ownership of the Hollywood Hotel, West End, has brought in Sidney J. Grossman, of the Hotel Grossman, Lakewood, N. J., supplanting Frank Seiden.

The Hollywood, under Seiden management, budgeted heavily for acts, personalities and name bands, booked by the Abner Greshler office, of New York. Policy under new set-up has not been announced.

Winter, Wis., Club Resumes

WINTER, Wis., May 11.—George Thill nd Lauren Wadleigh have taken over he Wannigan Club here from Fred and im Peterson. The Cardinals Orchestra urnished music for the opening.

rakson Clicks in Seattle

EATTLE, May 11.—Held for a third at the Hotel Olympic, Seattle's g hostelry, is Frakson, magician. oking marked advent of new en ment policy of Archie Loveland, director, who is also to direct en ment.

elman Plans AC Club

LANTIC CITY, May 11.—Benjamin gelman, who had operated Benny um's, Philadelphia, is in town look ver the sites. He plans to return iladelphia in the fall, opening an te spot.

s for Lewistown

STOWN, Pa., May 11.—Since name ave proved popular at his Rialto , manager Paul Klinger is lining ditional bands. No set policy. he bands as available.

aqua, Pa., Vaude

MAQUA, Pa., May 11.—Vaude re d a tryout at Victoria Theater when e show, *Midnight in Paris*, was booked two-day run. Show drew well. Pic s *Free, Blonde and 21.*

Darby Club Opens

DARBY, Pa., May 11.—Joe O'Shea un uttered his Wagon Wheel Inn last week ith Al Wilson, comic; Ray Fitzgerald, nger, and Inez, bubble dancer.

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AGVA Signs More World Fair Shows; Trouble With Gest

NEW YORK, May 11.—American Guild of Variety Artists here claims that only two of all the World's Fair shows are refusing to negotiate for AGVA agreements. They include Morris Gest's Midget Village and Thru Forbidden Tibet, managed by Dave Fenton and Zachary Baratz.

Gest refuses to see AGVA reps regarding the Tibet show, according to AGVA, which filed charges with the State Labor Relations Board against the show this week. AGVA wants a $35 minimum, while the operators, AGVA says, offer $20 and 4 per cent of the net profit at the conclusion of the show's run.

The Dance Parade of Nations, show featuring Rosita Royce, was signed by AGVA. Al Tyler and Fred Nerret, ops for the Whiteway Casino, Inc., agreed to pay principals a $50 a week minimum, chorus $40, and ballyhooers $35. Maximum shows is eight daily and 10 Saturday and Sunday. One-half of the daily salary is to be paid for each additional show. Nine-hour minimum schedule, with a half-hour rest between shows.

Almon Shaffer's Winter Wonderland, a World's Fair attraction, was signed by AGVA yesterday. Nine principals will get a minimum of $75 per week, 11 chorus girls at a $50 minimum, grinders $50 for a seven-day week and ballyhoo girls $30 for a six-day week.

Principals will do a maximum of 35 performances a week, and not more than five any one day during an eight-hour stretch, with one hour rest between performances. Chorus works 30 performances a week maximum (five shows daily under a six-day a week schedule) and each one doing a specialty is to be paid an additional $7.50 a week.

Russ Troika Closing

WASHINGTON, May 11. — Russian Troika, Helen Hamilton's swanky night spot, closes for the season the end of this month to reopen in mid-September. According to Mrs. Hamilton, business has increased for each of the six years that the Troika has been open.

Entertainment policy will be unchanged for next season.

Review of Unit

Marx Brothers "Go West"

(Reviewed Friday Afternoon, May 10, at the Chicago Theater, Chicago)

The roar of the MGM lion fades and in its stead roar Grouche, Chico but not Harpo, who honks his ever-handy auto horn, giving a flicker introduction to a well-produced stage unit. Actually, *Go West* is a road-show preview of the Marx Brothers' forthcoming picture and is being presented in five theaters in order to test gag reaction. There is no doubt that the Marx Brothers are among the ace purveyors of slapstick, but belly laughs were not so deep as might be expected.

If the boys offered nothing else but Chico's double-jointed ivory tickling and Harpo's angelic caressing of the instrument for which he was named, the crowd would consider its money well spent. The Frazee Sisters were charming and won the affection of the audience with their novelty arrangement of *My Heart Is Taking Lessons*.

Act booked in at last minute proved to be as good as anything offered—Don Hooton, a tap-dancing lasso artist, who climaxed his performance with an agile skip stunt thru a fast-moving hoop of rope made luminous by the light of a purple flood. Another good act was blond Darlene Walders, whose acro dancing offered several well-received and well-executed tricks. Tiny Ann Lee swung *Alexander's Ragtime Band* and put plenty of personality in the process. Bob Grandin gave a short opening vocal introduction to the continuity together with the Frazee Sisters, most of his act having been chopped from the show caught. Rudolph Andrian's medicine-man ballet dance was excellent but much too short.

Deserving of special mention is Bobby Connolly's line of Cactus Cuties. It is not only anatomically interesting but terpsichorily superior, particularly in the Indian production.

Bit players in the unit include Joan Blaire, Louise Squires, Peggy Carroll, Aiden Chase, Dick Crockett and Ed Gallagher Jr. *Norman Modell.*

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Vaudefilm Grosses

MH Nets Rebecca $551,148 for Six Weeks; Para Good 43G; State 22G

NEW YORK.—With beautiful weather over the week-end inspiring a general exodus to the outdoors, grosses in the majority of Broadway houses failed to hit expectations. Best b.-o. tallies were registered at the Music Hall for the sixth and last week of *Rebecca* and the Paramount, where *Buck Benny Rides Again*, aided by Gene Krupa's band on stage, is in its second week.

The paramount layout, with most of the draw credited to Krupa's ork, came up to expectations with a neat $43,000 week ended Tuesday (7). Connie Boswell added to the draw. With biz fairish, estimates for this week run to $37,000. Show will stay a fourth week.

Loew's State, with Joe E. Lewis topping the talent, came thru with a fair $22,000 for week ended Wednesday (8). Others included Adelaide Moffett, Cardini, Harrison and Fisher, Parkyakarkus and Four Comets. Screen had *Young Tom Edison*. New show, with Milt Britton's Band, Dean Murphy, Gertrude Niesen, Gaudsmith Brothers and Three Samuels and Harriet Hayes paired with *Road to Singapore*, should yield around $21,000. Prior to the Lewis bill State did $30,000 with Milton Berle.

The sixth week of *Rebecca* garnered a nifty $72,000. This film broke all records of the house. Previous record holder was *Snow White* which held five weeks. Total receipts for this bill come to $55,148. First week of the Du Maurier story garnered $116,000, with subsequent stanzas hitting $100,000, $93,000, $86,000, $83,000 and $72,000. *My Son, My Son!*, which won good reviews, while not expected to hit *Rebecca's* figures, should hit between 93 and 100G. Stage has Henrietta Schumann, Valya Valentinoff, Frank Paris included with the usual Rockettes and Glee Club.

The Strand, with Guy Lombardo's Band on stage, hit $37,000 for the first week ending Thursday (9) with pic being *Saturday's Children*. With Lombardo are Mary Small, Three Nonchalants and Gower and Jeanne. Second week for this layout looks good for about $30,000.

Roxy opened to nice business Friday with a good pic, *Dark Command*, and a stage show with the Merry Macs, Karen Conrad and Alexis Dolinoff, Avis Andrews and Bill Bailey. Layout is expected to register $35,000. Last week ending Thursday (9) grossed a mediocre $30,000. Bill consisted of Abbott and Costello, Guili-Guili, and the Gracella Dancers, with *Star Dust* on screen.

Bottom Out of Deecee Grosses

WASHINGTON. — Some unexpected sense of thrift has evidently hit this city, as local theater managers are anticipating only a moderate business for the week ending May 16. No other amusement is competing with current attractions, yet business is unexplainably low.

Loew's is showing Eddie Cantor's *Forty Little Mothers* on screen and Blue Barron Band on stage. Expected gross is $15,000. Last week *Dr. Kildare's Strange Case* pulled $17,500.

Warner's Earle, for week ending May 16, is showing *Saturday's Children* on screen and a stage show headed by Red Skelton. Expects $15,500. Rest of stage includes Jay and Lou Seiler, the Christianis, Lee Simms and Ilomay Bailey and the Roxyettes. The previous week showing of *Dark Command* only brought in $12,500.

"Debs" Fave 64C At Philly Fay's; Rock Gives Carmen Same

PHILADELPHIA.—Tagged *Three Smart Girls*, with Sherry Britton, Charlot Vogue and Joan Lee the girlies, splitting the billing for their strip routines, Fay's Theater, for the week ended Wednesday (8), garnished a neat $6,700 to forestall the usual summer closing another week. Vaude's contribution to the house unit included Val Irving and Co., Paul Kirkland and Co., Everett Sanderson, Al Norman, the house line of 12 and Harry Cohen's house ork. *Forgotten Girls* on screen.

Current bill, *The Dancing Debutantes*, Diane Raye, Madge Carmyle and Virginia McNaughton billed as Virginia Dare the dancers, shows signs of giving the house a $6,400, which is on the favorable side. And if the weather behaves it'll keep the house open for another week. Vaude acts include Harry Holmes and Co., Jim Pennman and the Carr Brothers. Screen supports with *On Their Own*.

At the Carman Theater, for the week ended Thursday (9), Will Rock's *Thurston Mysteries* magic unit came thru nicely with $6,400, considering that the screen offered little support in showing *The Blue Bird*.

Camden Towers 28C on 3 Days

CAMDEN, N. J.—Inaugurating its summer policy, the week-stand cut down to a Friday, Saturday and Sunday showing with six acts of vaude. Towers Theater, for the initial bill ended Sunday (5), culled a comfortable $2,850.

Bill comprised the Six Virginians, the Five Maxellos, Don Rice, Ward and King, Ruskin and Norman, Stuart and Martin and Joe Milekof's house ork. Screen showed *Tomboy*.

Milwaukee Gives Ozzie Nelson 14G

MILWAUKEE.—Ozzie Nelson, in his first local stage appearance, connected for a $14,200 take at the Riverside Theater for the week ended May 9. Show included Don Cummings, Rose Ann Stevans, Les Ghezzis, Barton and Stone and Jimmy Curry. The 25-35-40-cent admission policy prevailed. Average biz is $7,000 at 25-30-35-cent admissions. Pic, *Half a Sinner* (Univ.).

Garber's Nice 10G

INDIANAPOLIS.—Lyric, with Jan Garber's Orchestra heading the stage show, grossed $10,800 as against average of $8,000, for the week ended May 3. With Garber on the stage were Sybil Bowan, Buster West and Lucille Page and Chick Gagnon.

Picture, *In Old Missouri*.

"W. Fair Follies" Good in Spokane

SPOKANE, Wash.—Houses having vaudefilm policy here recovered last week from slump caused by opening of baseball and fishing seasons.

Manager Jim Ewing, of Orpheum, reported good business done by *World's Fair Follies* May 2, 3 and 4, supported by *Outside the Three-Mile Limit* on screen. Bill Lyons, ventriloquist, was hit by a motorist while crossing street to theater for opening performance. He suffered a bruised hip, but after being patched up went on for the fourth show.

Post Street, with Angue and Searle Twins, Bobby Gilbert, Elliott and Towne, Harry Holden and Ramon and Diana, plus *Sky Bandits* and *Parole Fixer*, brought in a gross of $1,750, the house average, May 3, 4 and 5, according to Manager Bill Evans.

"Silks" Unit Okeh

SPRINGFIELD, Mass.—The *Silks and Saddles* unit, which played three days at the Court Square Theater closing Saturday (4), did a better than average business.

Features were the Hermine Midgets, who drew plenty of applause. Also Keating, Armfield and Duke, comedians; William Ebb, ventriloquist; Tanner and Thomas, dancers; Mayo and Carr, tap dancers, and an eight-girl line.

Movie, *Seventeen*.

Kay Kyser Breaks St. Louis Records

ST. LOUIS.—Kay Kyser and his "College of Musical Knowledge" broke all existing attendance records for the Fox Theater for seven days ended Thursday night, May 9. According to the management, the attendance was 127,717 and gross receipts $43,041.

The attendance figure is also believed to set a new all-time high for all movie emporiums here.

"Folies" Sock 21G

CLEVELAND.—RKO Palace, with *Folies des Femmes* unit on stage, did a very good $21,000 for week ended May 2. Average is $13,500. Picture, *It All Came True*.

Previous Palace gross was $16,600 with Blue Barron's Band and Blackstone on stage, plus picture, *Star Dust*.

Vaudeville Notes

SOLLIE CHILDS, after winding up a 10-month tour with his *French Follies* at the Paramount Theater, Waterloo, Ia., May 5, journeyed to his lion farm and summer home at Pine Prairie, La., for a rest. Sollie's lion act will play Southern fairs this summer. . . . ANTON SCIBILIA reports that his *French Casino* has been doing okeh business in Pennsylvania and West Virginia in recent weeks, despite heavy rains and flood conditions. Unit is set until mid-June, when Tony will barn it in favor of a vacation in Franklin, O.

THE WHITSON BROTHERS, formerly the Lucky Boys, have jumped in to New York from the Midwest. . . . RED SKELTON is being penciled in for return dates at the Paramount, New York, for June and September. He recently closed an eight-week run there. . . . GEORGE JESSEL, booked into the Arena, New Haven, Conn., for Sunday (28) with Charles Barnet's Orchestra, Parkyakarkus and Edythe Wright, took a gander at the marquee, and seeing Barnet's name billed over his own refused to go on. Despite Jessel's attitude, the billing stayed and Jessel went.

JIMMY DORSEY will be at the Strand, New York, beginning June 7. Diamond Brothers on the same bill. . . . CARROLL AND HOWE go to the Earle, Washington, week of May 10. . . . STAN KAVANAGH has been signed by Jack Davies and Milton Berger for a South American tour.

WILLIE AND EUGENE HOWARD have been booked by the William Morris office into the Oriental, Chicago, week of May 24. . . . PARKYAKARKUS is set at Shea's, Toronto, week of May 13. . . . WALTER DARE WAHL, after touring with Earl Carroll's show five months, opens at the Billy Rose Aquacade at the San Francisco exposition. . . . LOUIS GOMEZ has filed a bankruptcy petition in New York. Liabilities are listed at $1,600; no assets.

15Gs for Sammy Cohen, Scat Davis; Chi Holdover Okeh

CHICAGO.—Both State street vaudefilmers came thru with good grosses last week, tho neither was sensational. Holdover of the Red Skelton-Hattie McDaniel-Andrews Sisters bill together with the Jack Benny picture and a one-day personal appearance of Benny himself, brought excellent business and a gross about the same as opening week, $38,000.

At the State-Lake, the combo of Johnny (Scat) Davis and Sammy Cohen was good medicine, grossing better than 13 Gs.

Only passable film fare at both houses for the current week, but stage bills should come thru fairly well. At the Chicago, the Marx Brothers, in person, have an amusing revue. Started the week nicely and should wind up with around $37,000. Jimmy Lunceford's band is drawing the swingsters and a goodly percentage of local Harlemites, with whom he is a favorite. Should pass the house average of $12,000. Weather favorable.

Blackstone 9G Is 3G Above Average

DETROIT.—Blackstone, playing his first local engagement in four years, drew around $9,000 this week at the Colonial. House average is $6,000, indicating a good week's business, altho somewhat below the house record figure.

Wilkes-Barre Okeh

WILKES-BARRE, Pa.—Not even warm weather has made a dent in the drawing power of vaude at the Irving, which has been running three-day presentations since fall. The show (2-4) opened with a packed house and had the S. R. O. sign out for evening performances. In addition, four shows were given on Saturday instead of the usual three.

The acts, booked by Joe Feinberg Agency, included Joe May, Jane Shirley, Gibson and Co., John Fogarty, Ca... Brothers and the Mae Wynn Foursome. pic was *Jones Family on Their Own*.

Possibilities

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

JANE PICKENS — formerly third of the Pickens Sisters, she has every attribute necessary for a sim... to click in films. In addition to a superior voice, capable of everything from classics to pops, she possesses a grand personality, poise and charm, knows how to sell dialog as well as songs, and is extremely photogenic. An outstanding bet for class musical flickers. She is now at the Plaza Hotel, New York.

For LEGIT

MUSICAL

BERNICE MANNERS — young and attractive brunet singer now at the Greenwich Village Casino, New York night spot. Has a low contralto voice with a deep, throaty quality that is perfect for ballads, especially those in the torchy vein. Phrases well, and puts attention-compelling expression into the lyrics. With smart arrangements she should be an excellent ... ...er the air waves or a ...

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

RUSSELL SWANN, after a fortnight's stand at the swanky Beverly Hills Country Club, Newport, Ky., has carted his bag of nifties and smooth chatter to the Park-Plaza Hotel, St. Louis, for a two-week stay. . . . MAYOR WILL W. HAIR, of Abilene, Tex., proclaimed May 3 and 4 Magicians' Days in honor of the 50-odd magi who gathered there for the first annual convention staged by the West Texas Ring of the International Brotherhood of Magicians. A magic show was sponsored by the Abilene Boosters' Club, with proceeds going to benefit and civic purposes. On the program were Moreno, emsee; Ralph DeShong, Dr. O. C. Boone, Bobo, Clarence Hammond, Mysterious Howard, Harry McDaniels and others. . . . BEN ZUFALL, the mental magician, shoots us two of his series of tricks on the memorizing of cards, calendars and lists, including his popular magazine memorizing nifty. The stuff is explained simply and in detail and should prove of interest to magicians looking for something novel and different. Each booklet carries a $1 price tag. . . . G. V. HEANEY (Heaney the Magician) was called home in Oshkosh, Wis., last week from South Bend, Ind., where he was playing, due to the sudden passing of his mother, Mrs. J. M. Heaney. He resumes his Indiana high-school bookings this week. Heaney's dad was in the magic manufacturing business a quarter of a century ago. . . . R. LAWRENCE LALONDE, having recently closed his school season at Spokane, Wash., is now operating his side-show attractions on the Patrick's Greater Shows in the Pacific Northwest. He has Robert Emerico handling magic in one of his shows. "I have read articles from some of the boys recently, telling how bad conditions were for magicians in Utah and Idaho," pens LaLonde. "I can't understand it, as I had an excellent winter thru there and in many spots followed Birch to good business." He'll play the same territory, beginning in the fall, with Reid Carden again on advance.

* * *

JOHNNY PLATT, Chi trixster, is now working with a partner, Eleanor de Leon, mentalist. They're current at the Esquire Club, Sheboygan, Wis. . . . JOSEPHINE AND MAURICE, the "femagician and the funjuror," have just wound up at Greenwell's Night Club, Louisville, where they entertained the recent Derby crowds. . . . HARRY CECIL, Detroit deceiver, has just finished on one of Thomas Cook & Son's land cruises to Dallas, putting on his magic aboard the train, both ways. . . . AL PAGE & CO. have moved into Wilson's nitery, Philadelphia, for an indefinite stay. . . . KEYSTONE THE MAGICIAN, who confines his activities to auspice dates at schools and clubs, is vacationing for a week at his home in Springboro, O., after a tour thru Wisconsin, Illinois, Iowa, North Dakota and Missouri. He resumes his trek next week in Indiana and Illinois, winding up in Minnesota for the remainder of the summer. . . . [CH]ARLES VANCE, of Peoria, Ill., and ... Camp, of Brooklyn, Ill., members ...e Nicola show, which came to a ...tic end November 13 last, when ...ship carrying the troupe struck ...e and sank in Singapore harbor, ... cabled their folks that they're en ... home. They were due in Honolulu ... 12. . . . JEAN FOLE, Pittsburgh ...icker, has just concluded a week's ...and at Lake Lodge, Steubenville, O. . . . DE CLEO THE MAGICIAN, after a season of school and lodge dates, has joined out for the summer with the Harlan Comedy Co., a med opry playing Ohio territory. . . . MR. BALLANTINE (Carl Sharpe), who opened Friday (10) at the Tower Theater, Kansas City, Mo., spent a day talking magic with Joan Brandon in Chicago last week. Miss Brandon was en route to Cleveland. . . . ...ON SWEET has just closed a three-...nth tour for International Harvester ... and has been signed to produce another opry for it next fall. Sweet informs that things are lining up nicely for the IBM Convention to be held in Davenport, Ia., in June. Jim Sherman, Chicago magician and dealer, will be in ...rge of the public shows to be staged ... Davenport's Shrine Temple.

...RK, Pa., May 11.—First book show ... local nitery floor, Old Mill Inn, ...ught in an intact 10-people unit, ...*derne*. A full-hour show.

N. Y. Houses Raise Prices, Cut Passes

NEW YORK, May 11.—An increase in admissions together with the elimination of two-for-one passes in all local houses has been voted by the Variety Managers' Association, organization of local burly operators.

This plan was instituted on a try-out basis, the ops hoping to cash in on the tourists coming here for the fair.

The passes will be eliminated after May 30. Previously, two-for-one paper flooded the city. Admission increases went into effect last Friday (3). Scale is 25 cents to 1 p.m., 35 cents to 5 p.m., 40 cents to 7 p.m. and 55 cents till closing. Previous tariffs were 25 cents, 35 cents and 40 cents.

San Francisco Burly Out

SAN FRANCISCO, May 11.—Liberty dropped burlesque and changed into sex lectures on stage, using screen and live models to illustrate talks by Wally Feehan and Jardine McCree. Since reopening about a month ago business had been on the decline.

New policy will remain in effect for two weeks, with owner Paul Aglietti undetermined what will be done with house when present show closes.

BORRAH MINEVITCH is set for Loew's State, New York, week of June 6. . . . RED DONAHUE AND UNO will be in the cast of the Clifford Fischer show at the San Francisco Exposition.

A Lesson for Agents

NEW YORK, May 11.—The Four Whitson Brothers, Risley act which just came in from the Midwest, proved to the agents here this week that it is too costly at times not to see all new acts.

After several offices turned down their audition offers, the boys convinced John Roy, manager of the Radio City Rainbow Room, that their act is worth a tryout.

Roy saw them and immediately gave them a four-week contract, opening August 28.

Philly Troc to Stock; A. C. Globe Reopening

PHILADELPHIA, May 11.—Izzy Hirst's Troc Theater goes into a summer's season of stock this week, Frank Bryan producing the shows. House line of 16 in, with plan to change comics every two weeks and strip principals every week. George Davis putting on the dance numbers and Merrick Valinote continuing in the pit.

Initial show has Pat Perry, Melanie LeBeau, Romayne, Tiny Fuller, Billy Foster and Jerry Lane. Traveling units return in August.

Within the next two weeks, Hirst starts readying another stock company for the summer at the Globe, Atlantic City.

Midwest Circuit Offering 35-Week Tour Next Season

DETROIT, May 11.—Midwest Managers' Association met at the Barlum Hotel May 6, closing what was termed a very successful 37-week season. Attended by managers of the 14 theaters in the circuit, the meeting made plans for next season's shows. Applications for admission to the circuit were received from four new theaters and will be voted upon at the next meeting.

Milt Schuster, circuit booker, said that next season the Midwest Circuit will be able to guarantee acts 35 weeks' work. The circuit is run on a non-profit cooperative basis without booking fees or production charges. Each theater books its own line and produces its own show, building weekly productions around circuit principals. Altho stock choruses must learn a new show each week, system works out better than that which uses traveling lines, according to Schuster, because of the difficulty of obtaining top-notch chorus girls who are willing to take to the road.

AGVA Coast Rift Seen; O'Brien Out

SAN FRANCISCO, May 11.—A rift in the membership ranks of the local branch of the American Guild of Variety Artists is foreseen here with the sudden dismissal of Buddy O'Brien, biz agent, by Vic Connors, AGVA rep, who claimed that he acted on instructions received from New York headquarters. Denny McCuttin, board member, resigned following O'Brien's dismissal.

O'Brien is a holdover from the dissolved American Federation of Actors branch. According to a petition circulated among members here, he was discharged by AGVA without the knowledge of the local board and without a membership hearing.

* * *

NEW YORK, May 11. — AGVA here claimed that it issued no orders to dismiss Buddy O'Brien. Ken Howard, organizer in Boston, was dispatched to Frisco to look into the situation.

Adams Plans Not Set

NEWARK, N. J., May 11.—Adam A. Adams, operator of both the Paramount and the Adams (formerly the Shubert) theaters here, says the Paramount will stick to double features indefinitely. His vaude plans are not set.

The Adams is closed but will probably reopen in the fall.

More Names for Bowery

DETROIT, May 11.— Harry Richman and Sophie Tucker have been booked at the Bowery here, Richman week beginning May 20, and Miss Tucker May 27. Plans call for continuing name acts thruout the summer.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

JENNINE, strip principal who premiered at the Gaiety May 3, comes from the Midwest Circuit, where she was known at times as Gene Sheldon. . . . JULES RONIGER, formerly with the Republic, now managing a hotel chain here, with headquarters at the Normandie. . . . GINGER BRITTON has left a featured spot in a Los Angeles burly house for 10 weeks' making shorts for MGM in Hollywood. . . . STANLEY LANDIS, of the Gaiety's house staff, recovering at the Bellevue Hospital from a nose operation. . . . ROLAND (FRANCIS) O'KEEFE, straight man, is officiating at the Inca Temple, Flushing Fair. . . . GLADYS CLARK preparing to launch a 15-girl ork unit, with herself at the head. . . . STAGEHANDS from the Hudson Theater, Union City, attended the funeral of Charles (Dubad) Reilly, 58, who died April 26 in Bellevue Hospital of heart ailment. . . . MIKE SACHS and Red Buttons will be the new comics at the Gaiety May 24.

* * *

HAL WEBER, comic, left the Republic May 16 to open the day following at the Palace, Buffalo. Eddie Innis, who exited May 9, opened as emsee at the Bedford Rest, Brooklyn nitery. Lou Black, from the Midwest Circuit, opened at the Republic, May 10. . . . MAX MICHAELS, operator of the Globe, Boston, flew into town May 5 and announced his house will revert to burly stock following the close of Midwest Circuit shows May 17. Opening cast so far engaged has Jo Ann Lee, Red Marshall, Irving Benson, Harry Ryan and Six Men of Melody unit with Julie Starr. Ben Bernard to continue as producer. Rose LaRose the feature for the week following. . . . BERT AND GLADYS MARKS left May 3 on an auto trip to Newport, Ky., home of Gladys, for a brief vacation. To return for opening of stock at the Hudson, Union City. . . . BILLY KOUD, producer, has dropped Monday night rehearsals at the Gaiety for the summer months. Now only Tuesday, Wednesday and Thursday nights.

SAM BRISKMAN starts rehearsing, with Allen Gilbert as producer, a new musical revue to open here May 27. Probable star will be Ann Corio. Also has the Majestic, Brooklyn, leased for Follies shows, beginning next season. . . . LOUISE CLAYTON closed a four months' stay at the Republic to return to her home in Atlantic City, where she will open next week at Applegate's Tavern, a return engagement. . . . MAX RUDNICK and Abe Minsky last week installed in their Eltinge house new RCA sound equipment, which they say cost 15G. . . . JULIA BRYAN left the Gaiety May 9 to open May 12 in the new stock at the Hudson, Union City. Co-principals are Rags Ragland, Doris Weston, Gypsy Nina, Tony Mitchell, Harry Rose, Joey Shaw, Red Buttons and Bob Rogers. Allen Gilbert is producer and Jules Leventhal operator. . . . LOUIS SELIG, Gaiety's stage door chief, turned actor again week of May 3 when he portrayed the dead-pan stooge plant alongside George Murray and Dolores Dawn. . . . ANNETTE ROSS, Jean Caton and Sen Lee are ex-burleskers at the Nomad, Atlantic City.

* * *

NED McGURN, producer, to leave next month for South America with Howard Deighton, night club operator, and another batch of dancing girls. First lot left here for another S. A. spot two months ago. . . . TIRZA, Ford Mason, Rance and Gordon, Patricia Joyce, James Cavanaugh and Phil and Reva were new principals and specialists at the Eltinge May 10. Exits were Dick Richards, Gladys Clark and Nina Nixon. . . . ARTIE LLOYD replaced Irving Selig at the Republic last week. Latter's stay was 53 weeks. . . . BUBBLES YVONNE, Jeanne Rochelle and Roxanne are busy filling banquet dates. . . . LOIS DeFEE gifted with a ring for chalking up attendance records in Reading, Pa., and Allentown, Pa., when she extra-attractioned on the Hirst Circuit. . . . WINNIE GARRETT, of the Hirst wheel, advised by doctor that a heart trouble is best treated by a rest. UNO.

* * *

CHICAGO:

KENNY BRENNA ends his engagement at the Rialto Theater the last of May to accept Australian bookings. . . . MILT SCHUSTER is preparing for a trip to California in June. . . . VAL WILLIAMS closed on the Midwest Circuit. Opens in stock at the Empress Theater, Milwaukee. . . . HARRY HIRSCH, manager of the Gayety Theater, Minneapolis, is negotiating for a new theater in which he plans to run Midwest shows next season. . . . HANK HENRY and Bob Alda are remaining in stock at the Casino, Toronto. . . . WEEK OF MAY 10 featured attractions are Jo Ann Dare at the Grand Opera House, St. Louis; Jai Lita at the Avenue, Detroit, and June St. Clair at the Globe, Boston. . . . FRANCES ABRAMS, Milt Schuster's secretary, is touring the South for her vacation, her first stop having been the Kentucky Derby.

* * *

FROM ALL AROUND:

PAT (LA MARR) PADGETT, formerly of tabs, burly and legit, is now production manager and chief announcer at Station WCHV, Charlottesville, Va. . . . MILDRED DEVOE, former principal and in recent years a nitery entertainer in Cincinnati, has suffered a relapse of the illness which struck her low six months ago and is in grave condition at her home, 24 E. Eighth street, Cincinnati. Friends are urged to write her. . . . GAYETY, CINCINNATI, has two more weeks set with its stock burly, after which it looks like curtains for the summer. Warm weather and baseball have put a crimp in business. . . . JIM BOVA, former burlesquer and Cincinnati nitery operator, is now managing Stone's Grill, Portsmouth, O. . . . SALLY WALKER, burlesque and nitery chorine, now on tour with *Egyptian Follies* in Ohio Warner houses, had a visit from her mother, Mrs. Lola Walker, at Portsmouth, O., Sunday (5).

LOONEY LEWIS is the author of a *Gone With the Wind* satire, written in conjunction with Gus Flagg, producer at the Gayety, Baltimore.

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Detroit Tenter Postpones Start

DETROIT, May 11.—Opening of Detroit's first tent show in over a decade was postponed a week because of weather conditions, as well as the usual difficulties of opening a new stand show. Slated for last Sunday, opening is now scheduled to take place tomorrow, with the show to run thruout the summer.

Rain last week-end hampered preparation of the lot for the show, and grading was still in progress early this week.

Kridellos Will Launch New Canvas Opry May 20

RICHMOND, Va., May 11.—Lillian Tent Show, presenting talking pictures and vaude and circus acts, will launch its season at Providence Forge, Va., May 20. Added attraction with the unit will be the South Side Ramblers, hillbilly quartet from Station WMBG, Richmond.

Mr. and Mrs. Sid Kridello, veteran circus performers, are owners of the Lillian Bell opry.

Rep Ripples

STANLEY ADAMS, band leader with the John R. Van Arnam Tent Show the last two seasons, will not troupe this season, but instead will spend the summer in Miami, Fla., with his wife, Marty Carroll, acro dancer, and their new son. . . . DANNY CARTER, veteran tab and rep performer, now engaged in the sign business in Pennsylvania, writes that George and Tillie Blackburn, who formerly had their own tab and rep outfits on the road, are currently working schools in the Keystone State as features of a hillbilly unit. Carter writes a three-page letter to tell us how sensationally the show was received when caught by him recently. . . . DR. H. A. THOMAS' *Mandy Green From New Orleans* tent show has been enjoying satisfactory business in Tennessee since opening the season at Nashville April 25, according to word from William (Sparkplug) Goodman, announcer and emsee with the troupe. Others on the staff of the 25-people show, besides Thomas and Goodman, are Sam Sorrell, band leader; "Stove-Pipe" Jones, producer, and "Jelly-Roll" Rogers, assistant manager. . . . "SEABEE" HAYWORTH caught the Original Floating Theater at Greenville, N. C., May 6, renewing acquaintances with a lot of old friends on there, including John Burns, for whom "Seabee" "ran props" some 24 years ago when they were together on the old Demorest Stock Co. . . . W. D. McKENZIE, character comedian, after a week's vacation with his mother in Augusta, Ga., rejoined the Hayworth North Carolina circle May 13.

* * *

VAN AND DELLA BROWN will miss hitting the road again this season to continue in their second season over Station WFMD, Frederick, Md., where they are furnishing the music for five half-hour spots on the Farm Friends Hour and putting on their skit, Uncle Cal and Aunt Delila, for five additional half-hour spots per week. Van also books some of the acts for the station. . . . BOB LINK'S Tent Show, with pictures and vaude, is reported meeting with success in Central Mississippi. . . . GIL-

WANT

For med show, Sketch Team. Man must be fast Black-Face Comic. Show opens Waverly, N. Y., May 13th. Write, quoting lowest sure salary.

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WAVERLY, N. Y.

WANT AT ONCE FOR NEW TENT SHOW

People that double Brass and Stage, especially Trumpet. Good proposition on Candy, Concert or Banners. We feed good. People with trailers preferred. Whisky cause of this ad. Show now open; no time to write, wire. Sebree, Ky., May 16, 17, 18.

KREKO'S KAVALCADE

CHARLIE HUNTER WANTS

Specialty Team, change for a week; also Single Man. Salary low but absolutely sure. Pay your own. People with trailers preferred. Extra if you drive truck. Don't wire, write and state correct age, weight and salary. Opening May 27th.

CHARLIE HUNTER, Church Hill, Md.

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WANTS

General Business Actor with specialties or good Team. Other useful people, write. No boozers.

Address E. C. [illegible]RD, Windsor, Mo.

LEON HARVEY (right), forced to quit show business after losing a leg in an auto accident last summer while a member of an Ohio tent show, snapped in front of his recently opened smoke and news shop in Columbus, O. Shown with Harvey is Frank Higgins, of the once popular dance team of Christine and Higgins.

BERT DALEY, who formerly operated a tenter in New York State, now has a vaude and picture outfit playing halls in St. Lawrence County, New York. . . . ACKLEY'S ENTERTAINERS report good business with their small trick in Eastern Texas. It's a vaude and pic outfit, playing schools and halls. . . . LAURICE LUCKETT, pianist, joined the Frank Smith Players at Cape Girardeau, Mo., May 5. . . . ERNEST CHANDLER, b. f. comedian, opened on "SeaBee" Hayworth's North Carolina circle May 6, replacing W. D. McKenzie. Hayworth's unit is now in its 35th week. . . . ELSWORTH HARRIS, who wintered at Gonzales, Tex, has moved to Southern Alabama, and will play halls in that State this summer with his vaude and novelty show.

'Tom' Washed Up, Says Leonard; Lucy Recalls Swanky Tommers

Glens Falls, N. Y.

Editor *The Billboard:*

I have just finished a tour of the United States and Canada, doing every mile of it by bus, and have never heard *Uncle Tom* mentioned except thru *The Billboard* controversy which has been running some time. I agree with my old friend By Gosh when he avers that "Tom" is out of the picture and there is no particular reason why it should come back. It has had its day and made about as much long green for the promoters as any melodrama extent.

Like the black-face cork opry, "Tom" is a sweet memory for us oldtimers. It has been done in every conceivable form, even as an opera. I believe I caught about every "Tom" show east of the Mississippi except city productions which did not go on tour. The most complete road-show "Tom" production I witnessed was the George E. Stevens only original *Uncle Tom's Cabin* combination. This show made Canton, N. Y., during the early '80s and played the Town Hall.

Some of the principals were Addie Mack, Annie Hayes, Nellie Pierce, W. A. Mack, W. R. McGlenn, E. S. Halsted, W. D. Stone, D. A. Arthurs and W. H. Stevens. Their Mississippi River scene was very realistoic, having, as they did, a practical end-wheel steamboat; water, into which Tom jumped to rescue Eva, and other mechanical properties. The transformation scene also was very elaborate. The stage crew wore white and the orchestra was fully up to standard. I never heard much of this splendid show after that. Many years ago I had my own "Tom" show, which was a readaptation from the French version, eliminating long speeches and condensing scenes.

PROF. WALTER BROWN LEONARD.

* * *

Indianapolis.

Editor *The Billboard:*

I am inclosing a program which may be of interest to the old-time Jolly Sons of Thespis, who have trouped with the good old *Uncle Tom* shows of days gone by.

There are many that never knew that John L. Sullivan was featured as Legree with Downing & Goodrich's *Uncle Tom's Cabin* Co. The program is from the old Music Hall, Lowell, Mass., and listed as being with the show at that time, besides Sullivan, are A. Stewart Lewis, C. B. Radford, Joseph Barnum, Fred Chant, C. D. Stone, Ralph Adams, Arthur Henry, David L. Parks, Harry M. Koel, C. H. Williams, Billy McKay, Frank Jackson, C. D. Eaton, Ellis Jackson, Kate Barnum Phillips, Marie Desmond, Leola Armstrong, Mamie Jackson, Mabel Crosley and Little Minnie.

You'll notice on the last page that James J. Jeffries was featured with another show at the same time.

CLAUDE ALLEN LEWIS.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Ross Show in Final Drive

ALBUQUERQUE, N. M., May 11.—Hal J. Ross Derbyshow continues to play to hefty business as the contest nears the finish. Five teams are battling it out. They are Hughie Hendrixson and Rella Finney, Bill Steele and Maxine Long, Harry Hamby and Helen Tyne, Gorden Haring and Margie Van Raam and Johnnie Makar and Opal Ferdig. Bill Stein joined the emsee staff last Thursday (2).

One Year Ago

BILL STEIN'S Long Beach, Calif., contest was playing to fair biz, with 12 and 2 on the floor. . . . JOE NALTY was resting up in Long Beach getting ready for another good one. . . . EARL HARRINGTON and Violet Kaye were resting in Danville, Ill., after leaving the Park Casino Walkathon, Chicago. . . . BUSINESS was holding up okeh for the Joplin, Mo., show with 13 and 1 in the running. . . . SAMMY HOWARD was back at his old job as singing bartender at the El Dorado Hotel, Wildwood, N. J. . . . HAL J. ROSS was readying to spring his Lake Charles, La., show. . . . PAT CALLAHAN was busily engaged in working night clubs in Chicago. . . . THOMAS GARDNER was sojourning in Massillon, O., waiting for a new show to crack in that territory. . . . SAMMY KIRBY, George Smith and George Walker were in Washington. . . . MARY GARWOOD, Jean and Bobbie Smith and Orris Bayless were working in the capital.

LAST REPORT we had on Bobbie Allen he was way down under in Sydney, Australia.

* * *

INQUIRIES HAVE BEEN received recently on Lonny Jackson, Johnny Cahill, Buster Coates, Hal Brown, Wrangler Runbo, Charlie Smalley, Vivian Branch, Jackie Richards, Margie Bright, George Walker, Jerry Bresnahan, Harry Smythe, Billy Bryan, Joe Nalty, Tex Johnson, Bill Ross, Chuck Payne, Johnnie Loring, Bill McDaniels, Frank Jansen, Eddie McBride, Phil Rainey, Kenny Laux, Pete Wilson, Sargent (Stooge) Gates, Duke Cortez, Jack M. (Curley) May, Joe Gruber, Jim Coffee, Smitty Inman, Joan Comerford, Steve Roberts and Larry DeCorrado. How about a little info on your whereabouts and activities, kids?

* * *

MAKE IT A HABIT to watch the Letter List each week. There may be mail advertised for you.

* * *

HENRY (HANK) LEWIS comes thru with his fairly regular letter from Stockton, Calif., typing the following: "I am still holding down the fort here at Matteoni's as emsee, rapidly approaching my third year there. I can only say thank God for the endurance training I had, as it has helped a great deal, because of the sameness in audiences. The American public today wants to laugh, but it wants to laugh at comedy it understands, and that is the kind of comedy we used to sell in the walkies. Went to San Francisco last week and had a nice chat with Little Jack Little, the old walkathoner. Jack is in his 32d week as top comic in a local burlesque house and is as short and fat as ever. Would like to hear of the doings of Jack Leonard, Edith Merritt, Joe and Mary Rock, Doug Isitt, Moon Mullins and all the others Della and I knew in the good old days. I guess none of the promoters are interested in anything new, as not one of them has written me for my ideas on rebuilding or, if you will, revamping the game. The funny part of it all is that they must think I want some dinero for this information when all I want is some high-class promoters to do something about the entertainment for thousands of people who want to be entertained."

* * *

IN MANY LETTERS this column receives the writers want to hear from friends. As we do not run addresses in the column, you should write to them in care of *The Billboard,* Mail-Forwarding Department, 25 Opera place, Cincinnati. The letter will be advertised in the Letter List and will be forwarded when an address is received. This service is free.

* * *

CAPT. PHIL C. MATHIEU has the following to say about two of the best-known promoters in the business: "Hal J. Ross and George W. Pughe are troupers of the old school. They have won more court battles and overcome more obstacles in keeping the walkathon business open than any other producers or promoters. Pughe recently won a good fight in Bossier City, La., before circumstances beyond his control forced him to close. Ross also recently won his case in Albuquerque, N. M., which proves th[illegible] aggressiveness of them both."

HAL J. ROSS

Will Announce the Opening of the Next European Type

DERBYSHOW

Which Starts Thursday, May 30th, in a Mid-western Downtown City Auditorium. See Next Week's Issue of The Billboard.

DERBY SHOW

OPENING MAY 23

Want flash Sprint Teams with wardrobe. Larry Cappo, Jack Reynolds, Jimmie Carrouinton, Bill Passen and all former Geo. W. Pughe Teams and Working People, contact. Address

ARCHIE GAYER, New Orleans Hotel, New Orleans, La.

NOTICE! CONTESTANTS

Positively opening Thursday, May 16

TERRE HAUTE, INDIANA

on Route 40 at State line. Entries held open 72 hours. Come at once, you have plen[illegible] of time to make it. Teams of last season, come. You know what this spot [illegible] Communicate with ZEKE YOUNGBLOOD, Western Union, Terre Haute, Indiana.

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

Bixler, Walter, 15c
Brenman, A (Booklet), 3c
Brundage, Joan, 8c
Carrigan, J. E., 10c
Crowe, Mrs. E. C. 9c
Eule, Mrs. Monroe, 7c
Hill, Floyd C., 10c
King, Ted, 16c
Holbrook, Vincent White, 15c
Larson, Lenore, 10c
Maguire, L. N., 9c
Robertson, John S. 6c
Warriner, Miss Bobbie, 3c
Woods, John Joseph, 9c

Women

Abbott, Mrs. Geo.
Acker, Kay
Adams, Mrs. Kate
Adams, Tona
Aldrich, Mrs. Dee
Anderson, Helen & Bob
Anderson, Miss Jackie
Andrea, Miss Andre
Andrews, Margaret
Arnold, Mae Joe (Woody)
Arnold, Mrs. Willie Mae
Arnte, Madam Bertha
Arrants, Jean
Artis, Anne M.
Ask, Irene
Atkinson, Miss Jackie
Baker, Mrs. Joe L.
Barbare, Miss Bobbie
Barr, Mrs Gertie
Barrett, Mrs Mae (Palmist)
Barrick, Mrs Ford
Barry, Mrs. Geo.
Bell, Anna
Bell, Mrs Essie
Bell, Mrs Lelia C
Benson, Jolly Rose
Benton, Mrs Carl
Billings, Mildred
Bishop, Mrs Dell
Blair, Mrs. Wally
Boednsbotz, Mrs. M. J.
Bohn, Mrs. Frances
Bond, Norma
Borman, Zella
Boucher, Dorothy
Bowen, Ollie Mae
Bowman, Clara Billie
Bowman, Mrs F. L
Boyer, Beatrice
Brenson, Mrs. Robt Mary
Brent, Lorraine
Briggs, Mrs Emma (Briggs Show)
Brizendine, Mrs Jake
Brown, Mrs. A. C.
Brown, Grace, Mgr
Brown, Josephine
Browning, Mrs Robt
Bruer, Mrs. Katherine
Brundage, Joan
Bryan, Delorise
Bryant, Mrs Florence M (Flonty)
Bryant, Mrs Velma
Buchanan, Marjorie
Buckhanna, Mrs. H. G.
Buckskin Betty
Bunts, Mrs. W. J.
Burk, Mrs. Alice
Burkett, Mrs Etta Marie
Burleson, Madam
Burns, Mary
Burton, Mrs. Fannie L.
Carrington, Mrs H. K.
Carrion, Mrs. Etta
Carrol, Mrs. Clara
Case, Mrs. Charley
Chagnon, Mrs. Wm. P
Chrestenson, Mrs A. M.
Clark, Ora Ann
Clarke, Ernestine
Claudette, Claude
Coe, Mrs. Sam
Cole, Mrs. Gertrude
Cole, Mrs King
Collara, Mrs. V.
Connell, Kay
Costello, Lois
Coultas, Mrs. J. W.
ouyer, Mrs. Jack
owley, Gertrude E.
rawn, Viola
ummings, Mrs. Agnes
ummings, Deloris
ummings, Gloria
ailey, Ruth
aukmeyer, Mrs. Lillian
... Miss Sunny
... Mrs. B. Addis
... Mrs. Irene (Wop)
...iss Kewpie
...rs Leona
...rs Ruth
...orothy
...rs. Dave
...r Myrtle
... Mrs Frances
... Mrs J P
...nta Rita
... Mrs Mary
...ackie
...gham, Mrs (Psychic Reader)
... Violet
... Mrs. Ora
...n, Eva
... Mrs Kitty
... & Beckman
...an, Mrs Caddie
..., Velma & Larry
... Mrs. Fern
... Miss Bobby
... Mr.s Gayle
...s, Mrs. Cedora
...an
...rs. Monroe
... Evelyn
... Mrs. E. C.
Fann, Mrs. Carl
Fay, Eva
Fennell, Mrs. Clara (Cuff)
Fetts, Mrs Jene
Fleming, Mrs. Grace
Ford, Mrs. Emma
Ford, Mrs Helen
Frances, Ruby
Franks, Betty
Fredrick, Maxine
Gay, Mrs. G
Geddes, Mrs Geo.
Gill, Frances
Gilmurray, Mabel
Ginnivan, Norma
Gleason, Mrs. E. L.
Glenny, Mrs Dan
Goldberger, Mrs R. G
Gordon, Ella
Gordon, Mrs. H. M
Gory, Mrs Rachel
Grabbe, Mrs Ella C.
Graves, Mrs B Y
Griffin, Nancy
Grove, Mrs. Charles
Guinn, Mrs J C.
Haag, Ruby
Hager, Carrolyn
Hall, Mrs. Hubert
Hall, Mrs Hubert
Hamblin, Mrs Claude
Hampton, Mrs. Mollie
Hanley, Joan
Hansen, Mrs. Al C.
Hansforth, Adah
Harris, Bessie
Harris, Mrs. Don
Harris, Francis L.
Harrison Sisters, Ollie & B.
Hartzburger, Little Emma
Harvey, Mrs. Pearl Ringer
Hasley, Virginia
Haywood, Josephine
Henry, Mrs. J. Speedy
Henry, Mrs. Lena
Herbert, Dorothy (Trick Rider)
Hodge, Miss Maurice
Hoffman, Mrs. Cleo
Hoge, Maurice
Holifield, Mrs. H. D.
Holman, Verne
Hooper, Mrs. Louise
House, Mrs Beulah
Howe, Frances
Howell, Mrs. Chet
Howell, Mrs. Nell
Hunter, Mrs. May
Hustafa, Verda
Hutcherson, Betty
Irving, Julia
Jameson, Mrs. Ruth
Jarvis, Stella Marie
Jenkins, Viola
Johnson, Mrs. Mabel
Johnson, Mrs Sophia
Johnstone, Mrs. Frances
Jones, Mrs Dewey
Jones, Mrs Ernest
Jones, Mavis
Kane, Evelyn C.
Karloff, Madame Marie
Keatts, Mrs James
Keawe, Mrs Fave
Keener, Mrs Marion
Kellar, Louise
Kelly, Mrs. Andy
Kelly, Mrs. Fannie
Kelly, Mrs W. H.
Kennedy, Mrs. Patsy
Kent, Mrs. Nellie Miller
Kester, Elizabeth
King, Mrs. Bobby
King, Mabel
King, Molly & Patrick
Klien, Loretta
Kline, Miss Tiny
Knight, Mrs J P.
Knowles, June
Kreoger, Mrs Charlotte
LaPage, Paulene
Laplatte, Rita
LaPoint, Miss B
LaRue, Joan
LaWare, Ruth
Latham, Mrs Ruby
Lee, Amy
Lee, Dottie
Lee, Mrs Lily
Lee, Mrs Olie B.
Lee, Polly B
Leicester, Miss Lee
Leonard, Mrs. Fred K.
Leown, Madam
LeRoy, Eva M
LeRoy, Patsy
Lewark, Thelma H
Lewis, Jeanette
Litzenburg, Mrs Rellia
Loucasie, Mrs Frank
Lovell, Miss Ray
Lowande, Mrs. Helen
Lowery, Grace
McDonald, Hazel & Mae
McDonald, Mrs. Kay
McDonald, Kitty & Mae
McGauah, Virginia
McGuire, Mrs. Ray
McSanders, Mrs. Glennah
McPeak, Mrs. Jackie
Mackey, Mrs. Paul
Madison, Sallie
Marcus, Mrs. A. B.
Marion, Mrs. Grace
Marks, Sallie
Marrion, Mrs. Dorothy Wescott
Martin, Helen
Martin, Paulyne
Martini, Peggie
Marvello, Ann
Mason, Mrs. Birdie L. C.
Mason, Gen
May, Jeanette
Mayer, Mrs. Vickie
Meeks, Mrs. Jane
Melton, Alberta
Mercy, Mrs. Dot
Miller, Ann
Miller, Aretta V.
Miller, Mrs. Billie
Miller, Miss DeLoryce
Miller, Mrs. H. S.
Mitchell, Mrs. Kittie
Miller, Ruth
Mitchell, Florence
Mitchell, Miss Happy
Mitchell, June P.
Mitchell, Mrs. Pauline
Mitchell, Ruby
Mix, Mrs. Jackie Lee
Moon, Mrs. Pauline
Moore, Dotty
Moore, Mabel
Moore, Mrs (Punkie) R.
Moore, Mrs. W. J.
Morales, Dorothy
Moran, Mrs. Frances & John
Morang, Mrs. Marjorie
More, Miss (Punkey) R.
Morgan, Boots
Morgan, Mrs Gertrude
Morgan, Gladys
Morgan, Virginia
Morris, Elaine
Mousezender, Princess (Miss)
Murdo, Emma
Murphy, Mrs. Warren
Neal, Frances
Nelson, Hazel
Nelson, Mrs. R. L.
New, Mrs Bert
Nichlos, Joan
Noal, Mrs. Paul & Edith
O'Brien, Mrs Norma
O'Day, Peg
Oliver, Mrs J. B.
O'Malley, Mrs. L. M.
O'Shea, Sydna (Mickey)
Palmer, Madam
Park, Mary Lee
Parker, Miss Kay
Pate, Blanche
Patterson, Marjorie
Peteet, Mrs Jackie
Pickard, Mrs Viola
Pierce, Ruth Ester
Popkin, Mrs Willa B
Priddy, Mrs. Lloyd R.
Pugh, Mary E. Cook
Rattle Snake, Princess
Reit, Peggy
Renolds, Pearl (Lecture)
Reynolds, Peggy
Rhodes, Pearl
Richardson, Mrs. Alice
Richardson, Mrs. Maude Smith
Riddig, Mrs Lola
Ritchey, Mrs. T U
Roberts, Mrs. J. H.
Robinson, Mrs. Alma
Rodieck, Verda Mae
Rome, Mrs Jack
Royal, Mrs Hazel
Russell, Jean
Ryan, Dolores
Ryan, Rose
Sadler, Edith
Satler, Boots
Shalding, Joan
Sharon, Miss M.
Sharp, Mrs Katherine
Shelton, Mrs. Jim S.
Siegrist, Mrs Bebe
Slaughter, Mrs Ken
Slaughter, Mary Edith
Sloane, Midge
Small, Margaret L.
Smart, Mrs. Mamie
Smith, Pearl
Smith, Wenona
Smuckler, Marie K.
Snodgrass, Mrs Nona
Sparks, Mrs Dorothy
Speights, Lottie
Stanley, Miss Joan
Steiner Jr., Mrs C S
Stephens, Estelle
Stone, Miss Billie
Stringer, Mrs. Doc
Sullivan, Mrs Blanche
Talley, Mrs Wm.
Taylor, Mrs Catherine
Thomas, Mrs. Lola
Thomas, Mrs Nellie
Thornton, Estelle
Thornton, Mrs Robt
Thrope, Mabel
Thweatt, Mrs. Leona
Tighlman, Grace
Tinsley, Idalie S.
Tipkye, Mary (Princess)
Travis, Miss Pat
Trainer, Mrs. Howard
Tuba, Mrs. Faith
Tucker, Mrs. Lauretta D.
Tuller, Mrs. Jos.
Varnell, Helen
Vaughn, L. Mae
Wadsworth, Mrs. F. W.
Wallace, Mrs H. L.
Walker, Mrs. Margrett
Warden, Marion
Warmock, Mrs. Bertha
Waters, Ethel
Watkins, Mrs Mark
Watts, Mrs. Rellia
Weiner, Mrs. Sam
Weiss, Mrs. Alma
Welban, Mary (Geo)
Waligorski, Mrs. S.
Wert, Viola
Whipple, Mrs. R. P
White (Babe) Ines
White Horse, Mrs. Chauncia
Whittemore, Mrs. W. E.
Williams, Mrs. Alma
Williams, Mrs. Ollie
Williamson, Mrs. S. B.
Willis, Fay
Willson, Ruby M.
Wilson, Dianne
Wilson, Mrs. F. W.
Wise, Mrs. D. A
Woods, Mrs Evelyn
Woods, Mrs. Evie
Woods, Mrs. Johnny J.
Woodworth, Mrs. Winona
Worman, Mrs. N. C.
Woznick, Mrs. Frank
Wright, Helen Tabor
Wright, Josephine
Wright, Marbeth
Wright, Mrs Winnie
Wyatt, Mrs. Lee
Yofons, Mrs. Stella
Younger, Edith
Zeita, Miss

Men

Abbins, Morris
Abbott, David
Abel, Buck
Ablin, Lee
Adams, Allen F.
Adams, Samuel J.
Adolph, Clarence
Akana, Clem
Alaire, Edw.
Albion, Al
Aldridge, Dee
Alexander, A. G.
Beach, Harry
Beal, Harodl W.
Beam, B Ward
Beaman, Roy (Pollock)
Beasley, Alton
Beatty, Sam
Beaty, Tenn Red'
Becker, Gus & L. Kau
Beckett, Billie
Beecham, Arthur
Bray, Paul (Whitey)
Brayanza, Prof. Calvin B.
Brett, Tom
Brewer, Ed
Brewer, Oscar D. (Buster)
Brick, Jack
Briggs, Bert
Bright, H. B.
Brill Jr., Wm.
Brin, Emile
Briscoe, Bennie (Whitie)
Britton, Louis
Broadway, Charlie
Broadway, Mishek R.
Broussard, Blackie
Brown, Allen H.
Brown, Chief Sugar
Brown, Curtis
Brown, Herman M.
Brown, James H. (Mess Around)
Brown, Norman D.
Brown, Robt M.
Brown, W. B.
Brownell, Wm. H.
Brown, Wesley
Browning, Capt. Jack
Bruce, Wallace, Players
Brunk, Glenn
Brunk, Henry L.
Brun, Ray
Buchanan, Tom
Buechling, Wm. (Slim)
Buffington, C D
Buffington, J. L.
Burk, Geo
Burke, Daniel
Burke, J. E
Burket, B J
Cimse Troupe
Clancy, Fog Horn
Clark, Art K.
Clark, Jack (Clint & Clark)
Clark, W. C.
Clarke, Ernest
Clarke, Paul F.
Clayton, C. C.
Clouder, Capt. Trainer
Cockelberg, Alphonse
Cohen, M E.
Cohn, Chas
Coleman, Bob
Collins, Fred
Collins, Willie
Colman, Tom
Colvin, Mr Gale
Compton, Jean
Conaway, Jack
Conner, Tom W.
Conti, Mike
Cooke, Geo.
Cooper, A. E., Mgr.
Cooper, C. L.
Cooper, E. S.
Cooper, Jack
Corbett, A.
Corey, Joe
Cortez, Peter
Costello, Frank
Cota, Eugene
Cotton, Jack E.
Cowell, Francis
Cowell, Speed
Cowen, Roy
Cox, Walter B.
Crabtree, Edw
Crandell, Cecil Geo
Cregar, Bob Allen
Crescio, A. L Tony
Crethers, John
Crone, Linwood
Crossman, Harris

● ACTS AND ATTRACTIONS playing Fair, Park, Celebrations and Carnival dates send for complete details on the SUMMER SPECIAL OUTDOOR TALENT SECTION. Address a postcard or letter to The Billboard, Professional Promotion Department, 25 Opera Place, Cincinnati, Ohio.

Allen, Claude & Betty
Allen, Geo Lucas
Allen, Jack (Painter)
Anders, Frank W
Anderson, Harold (Andy)
Anderson, Norman
Anderson, Sid (Tattooer)
Anderson, Ted
Andrews, Frank
Andrews, R W (Bill)
Angeller, Wm.
Anthony, Bob Tang
Arvello, Mr
Augustino, Louis
Aussiker, Bob & Mae
Austin, Gene
Austin, JoJo
Austin, Prof.
Avery, Joe
Ayles, Sidney
Backenstoe, Alden Ray
Bannsen, Wm A.
Baines, Willie (Col.)
Baker, Edw Roy
Baker, Geo M.
Balfonte, Paul
Ball, A R
Ball, Wilber Lee
Balzer, Ray G-784
Bancroft, Doc Wm
Bancroft, Fred
Barfield, Emmett
Barker, Wm. M.
Barlow, Carl
Barnett, O H.
Barnett, Jack
Barnett, Otho
Barnett, Robt.
Barnett, Sealo Chas.
Barney Bros' Circus
Barrett, R I
Barro, Ted
Barry & DeAlba
Barry, Geo.
Bartholomew, H. W.
Bartlett, Chas. (Chet Brownley)
Bartlett, Jack C.
Barton, Geo.
Barzol, Leo
Bass, Doc
Bass, Sam, Agt.
Baum, Nick
Beggs, Geo
Behee, Bob
Behee, Earl R.
Belcher, Carl
Ball, Capt.
Bell, Oliver A.
Bell, Jones
Belmont, Lew
Belnett, Daniel
Bendixon, Axel
Benson, B. W.
Benson, Dr O N.
Benson, H E
Benson, Kenneth
Bensted, John
Bentum, Harry E.
Benziger Bros
Berchfield, Walter
Berdsly, Issy
Berg, Carl H.
Berger, Seyman
Berkshire, Bobby
Berni Vici, Count
Berry, Grant E.
Best, Dick
Bestland, H O.
Biddle, F. W.
Bird, Kenny
Biscow, Isador
Bittick, "Gyp"
Black Animal Circus
Black, Lew (Capt)
Blackstone, Doc
Blaine, Buddy (RW)
Blake, F. J.
Blake, Kenneth
Blakely, Benton H.
Blank, Leo Daniel
Blue, Ben
Bluedorn, W. H., Mgr
Bluestein, Morris
Boegen, Al
Bohanan, S. W.
Bolt, J. P.
Bolton, Jack
Bond, Jimmie
Boone, Bob
Boone, C. R.
Boothe, Mac
Borrow, Ted
Bosswick, Wm. L.
Bostwick, Lee & Milly
Botwin, Paul
Boudreaux, Gilfert
Bowan, Lou
Bowers, Jay
Bradley, Al C.
Brannan, Jimmie
Brasher, Joe E.
Burmis, Mr., Circus Mgr.
Burnett, Roy
Burns, Chas
Burns, W. C.
Burrell, Jerry
Burto, Leo
Burton, Chas. C.
Bush, Tom
Butler, Wood
Butts, Fred
Cadaro, Johnny
Cain, Eugene
Caldwell, J. E (Henry)
Caldwell's Comedians
Calway, Jos.
Camallo, Mike
Camp, Herbert E.
Canares, Victor, Agent
Canley, James F.
Cannon, Frank & Alex Tan
Cantara, Charleton O.
Canter, Clyde
Card, Kin
Carew, E. A.
Carl, Billie
Carl, Frank Mitt
Carlisle, Lawrence
Carrigan, James R.
Carroll, John Scotty
Carroll, Red
Carroll, W. C. (Red)
Carson, Kenneth
Carter, Jack
Carver's Mechanical Train
Cash, Tom
Caudille, Cecil Geo
Caughey, Russell
Chalmers, Curley
Chambers, Earl
Chapman, L.
Chappell, Chappie
Charak, Allen
Chavonele, Roger
Cheeks, Gilbert
Chester, Capt Bruce
Chester, R B
Childress, Milton
Chillson, J J.
Chin Liu, Boc
Chinelly, Andrew
Choates' Comedians
Christman, C. E.
Church, L. C.
Crowell, Sam (Frozen Delight)
Crowder, Johnnie (Cherry Pie)
Crump, Willie Lee
Cuesta, Ralph
Dailey Bros' Circus
Daily, Geo
Dale, Robt H. (Bobby)
Dalton, Slim
Daniel, C V.
Daniels, Oss
Danville, Eugene
Darcy, Thomas D.
Darden, Robt. (Bob)
Darlington, C. W.
Darnaby, F Allen
Davidson, Morris
Darvin, Louie
Davis, Arthur R.
Davis, John E.
Davis, Warren
Daughenbaugh, Samuel E.
Davenport, Robt.
Davidoff, Al (Muscles)
Davies, Jimmie
Davies, Steve
Davis, Blackie
Davis, Mr Betty Boop
Davis, Harry
Dawkins, Speedy
Dawson, Fat
Dawson, Stanley
Dearo, Bert
DeKalb, Prof. E.
Deland, Carl H.
Delman, Frank
Decker, Al
Delmar, Johnny (Clown)
Demetro, Archie
Demetro, Ephrum
Demetro, Tom
Denny, Harry J.
DeRosia, Bob
Devine, James
DeWright, Vern
DeWitt, Louis
DeWolf, Linten
Diaz, Don R
DiCarlo & DuBois
Dick, Billy
Dickens, Raleigh
Diggs, E. L.
Diggs, Ray
Dike, Grant Speedy
Dillard, Bill
Diller, Elmer
Dillon, Jack
Dinwiddle, Jimmie
Dixie Model Show
Dixon, L.
Dixon, Major Shorty
Dockery, Jack
Dodd, W. H.
Doman, Ted & Ethel
Don, Ray & Don (Tumblers)
Donaldson, Robt. F.
Dorgan, Steve J.
Doxtator, Elerd
Drake, Ken
Dressen, Mike
Driscoll, Bob
Drum, W. M.
Dubey, Frank J.
Duffy, Jack
Dugan, Eddie J. "Blackie"
Dukes, Aerial
Duncan, J. N.
Duncan, Midget Jack
Dundee, Johnny
Dunlap, Dr. Ted
Dunn, Chester A.
Dupler, Merle F.
Durand, Harry
Easter, Leroy (Curley)
Eaves, G. T.
Eberding, Bob
Ecklund, Robt.
Edgar, L. C.
Edwards, Alfred
Edwards, Curtis
Edwards, Elbert
Edwards, Gene
Edwards, Jack
Edwards, Capt. Jerry
Elam, Erick
Eli, Geo.
Eller, R. C.
Ellis, Bob
Ellis, Capt.
Ellis, Jim
Ellman, Mark
Ely, James
Ely, Miller (None)
Embree, Geo H.
Emerson, Capt.
Emerson, D. H.
End, Joe
English, Magician
Ephraim, Frank
Ephram, J. (Gypsy)
Epperson, J. Bert
Estoes, Jim
Ethridge, H.
Evans, Geo. L.
Evans, Harry
Evans, James
Evans Jr., Robt. Lee
Evans, Joe S.
Eyler, Walter B.
Fahey, Frank
Fallon, Thomas
Farrell, Mickey
Fast, Alfred J. S.
Fast, Dan
Faust, Amuse. Co.
Faust, Ike
Feathers, Archie
Fellingham, Everett
Felton, Harry C.
Fendrick, Boysi
Fiester, Cack
Finch, Jack W.
Finch, Robt.
Fine, Al H.
Finlay, Homer
Finley, H. L.
Fisher, Bill
Fisher, Chas. Chuck
Fisher, Joe
Fisher, Lou
Flanerty, Thomas
Flanagan, Frank
Fleming, Richard
Folkner, Clyde
Ford, Wm. E.
Forrester, Tex
Forshler, Fred
Forsti, Richard
Forsythe, Fred M.
Foster, V. J.
Fowler, A. R.
Fox, Benny
Fox, Chas. D.
Fox, G.
Frajur, Wm. Flash
Frank, E.
Franklyn, Chick
Frazer, Jos.
Frazier, Leonard
Fredette, Arthur
Fredette, Eugene
Fredricks, Ray
Freedman, Morris
Freeman, Blackie
Freeman, James W.
French, James
Frye, Maurice (Mack)
Fulmer, Harry
Fulton, Gale E.
Gabowry, Hector
Galvan, Don
Garber, Ed
Garber, M.
Gardner, Arthur G.
Garner, R. B.
Garrettson, Garry
Garther, Woodie
Gates, A. J.
Gault, Jas. F.
Gavigan, Michael
Gay, Harry S.
Gehrtz, Burton
George, Douglas
George, James
George, Tom
Gety, Dan
Geyer, Bert
Geyer, Bill (Free Act)
Gilbert, Art
Gilbert, Jerry (Emsee)
Giles, Talmadge
Gill, Geo.
Gillispie, G. T.
Gilson, Shorty
Giosa, Abbie
Gobbini, Angelo (None)
Goldberg, Arthur
Golding, Chas. (Pineapple Whip)
Golding, Geo.
Goldstein, Ike & Ralph
Goodman, David
Goodwin, James
Goodwin, Ralph
Gordon, Mgr., Gordon Players
Gorger, Mickey
Gould, Max
Goutermout, Wm. J
Graham Sr., Delbert
Graham, Ray E.
Grant, Don A.
Grays, "The Six"
Green, Col. W. E.
Green, Russell (Sypsy)
Greer, Havert
Grey Eagle, Chief
Griffith & Wells
Griffin, Wallard
Groffo, Miller
Guzek, John, Show Mgr.
Hale, Jap
Halke, R. S.
Hall, Chester
Hall, E. O.
Hall, Melvin C.
Hall, Preston
Halm, Eugene J.
Halstead, Jack
Halverson, Oscar
Hambalin, Jack
Hamilton, Dick (Argentine)
Hamilton, E.
Hamilton, Jack & Mercedes
Hamilton, Mr. Ollie
Hamilton, W. D.
Hammond, Earl
Hammond, Fred A.
Handel, Louis
Hansen, Fred
Hanson, Carl L.
Harddig Trio
Hardenbrook, Bert
Harding, Wm. R.
Hardy, Jack
Hare, Lionel
Harkins, Barney
Harnell, R. W.
Harper, Eddie
Harris, Andy
Harris, Bing
Harris, Johnnie
Harris, O P.
Harris, Russell
Harris, W. R.
Harrison, John
Hart, Bob Percival
Hart, John B.
Hartman, Milo
Hartman Sr., R. S.
Hartwick, Doc
Hartz, Walter
Harvey, Don
Hatton, James
Hawkins, Clem
Hawkins, Erston H.
Hawkins, Ralph H.
Hawkins, Sam
Hayden, Chas. Fat
Hayes, Buster
Hayes, Johnnie
Helvey, Neale
Heiney, Ed
Henderson, Billy
Henderson, Fletcher
Henderson, Warren
Henderson, Wm. (Balloonist)
Hennings, Earl
Henry, Hugh J. (Blackie)
Herd, Willie (Drummer)
Herms, Chas. B.
Heron, Jimmie
Hester, James
Hicks, Arthur Hampton
Hicks, David
Hicks, James
Higgins, Woodrow
Hill, Geo B.
Hinkley, Mel
Hinton, Ed
Hochburg, Jack
Hochmuth, Enos
Hoffman, Harry
Holbrook, V. W.
Holder, Elmer
Holeman, Hot-Shot
Holland, E. S.
Holleman, M. C.
Holston, Jack
Hood, Woodphine
Hooer, E. L.
Hooper, Frank
Hopper, Bill
Horak, John
Horn, Jack
Horton Jr., W. H.
Hosmer, J. E.
Houston, Dick
Houston, Ray
Howe Jr., A. J.
Howell, Chet
Howell, Edw.
Hoy, Jos.
Hubbell, Mr. & Mrs.
Hubbert, Ted
Hudson, David
Hudson, DeWitt Davis
Hudy, Thomas
Huff, Geo.
Hughes, Al R.
Hull, Burt
Humphrey, Clarence E.
Hunter, Tommy, Mgr. Show
Huston, Charlie E.
Hutchison, Ginger (Mr.)
Hytower, Jimmie
Ingle, Fred
Ireton, Glenn F.
Irwin, Capt. J. G.
Irwin, Ray
Jackson, Fluffo
Jackson, Nate
Jackson, Silver
James, J. B.
Jarrett, M.
Jefferson, E. E.
Jennier, Walter
Jernigan, John Henry
Jennings, L. W.
Jennings, Ted
Jensen, Gil
Johl, Wally
Johnson, A F.
Johnson, Al
Johnson, Ernest
Johnson, Geo.
Johnson, Harry
Johnson, Jack
Johnson, Jack (Pugilist)
Johnson, Mr. Jessie
Johnson, Louis
Johnson Sr., Newton M.
Johnson, Toby
Johnson, Tom
Johnson, W. H.
Jones, Bobby R.
Jones, Earl
Jones, Emory
Jones, Fletcher V.
Jones, O. J.
Jones, Ray
Joyce, James (Slim)
Joyner, Jimmie C.
Jule, Fred E.
Justus, Donald
Kane, E. J.
Kane, James (Snake Show)
Kapul, Wm.
Kaw, E. B.
Keefer, Geo.
Keller, Edwin
Kelley, Eddie (Ice Frolics)
Kelly, R. F.
Kelly, Red
Kelly, T. W. Slim
Kennedy, Thos. J.
Kerkis, Harry
Kerns, Jeo E.
Kessler, Chick
Kester, N. E.
Ketrow, Frank
Kilabrew, Preston
King, Charlie
King, E. C.
King, Geo. Joseph
King, Ted
King, Tommy (Cowboy)
Kinko the Clown
Kirby, H. M.
Kirk, Dewitt
Kirksey, Marnier
Kirkwood, E. E.
Kirwan, Joseph
Kisser, Sydney
Kline, Chas. & Peggy
Knapp, Benny
Knapp, Bob
Knight, Delbert
Knight, Richard J
Knight, Shuman
Knoch, Conrad
Knoll, Wm Tex
Knowles, James E.
Kowalski, Stanley
Koban, Kaichi
Koenig, Ed.
Kosterman, Ralph H
Koutz, Larry
Kramer, Pete & Lillian
Kurtz, Al
Kurtze, Jack
LaBounty, Paul
Ladell, Billy
LaGarde, Mack
Lako, Steve
Lamar, David Louis
Lamores, Skippy (Comedian)
LaMotte, Clifford
Lane, Speedy Clayton
Langevin, Leo
Langford, Whitie Jack
LaParr, Henry
LaPearl, Frank C.
LaPorter, F A.
Larnce, Larrie
LaRose, Tommy
Larson, Ray
LaTenna, Henri
LaVier, Forest
Lavin, John W.
La-Wanda (Dog Act)
Lawrence, Larry
Lay, Walter
Leahy, Eddie
Leaman, R. H.
Lee, Charley
Lee, Jimmie P.
Leeman, W. R.
Leob, Charles
Leonard, Harry (Clown)
Leonard, Paris
LeRoy, Edward
Levey, Sam
Levin, John
Levy, Daniel
Levy, R.
Lewis, Donald
Lilly, Whittie
Lindquist, Leonard
Lindsey, Earl
Linga, Jim
Liniger, Paul
Lions, Aerial
Little, Joe
Lockboy, Doc D. D.
Lodge, H. P.
Long, Happy Jack
Long, S Raymond
Love, Barney
Lovell, Ben
Lover, Sammy
Lovier, Curley
Lovier, Forest
Lowery, Sammy
Luce, Harold Eugene
Ludlow, Harry
LuRue, Tiger Jack
Lynch, Eddy
Lynch, Paul
Lyon, B. L.
MacFarland, Jack
MacKinney, Pitchman
MacNeese, Wm. Shorty
McArdle, V.
McCabe, Francis J.
McCarthy, Chas.
McCarthy, E. R.
McCarthy, John J.
McCaskey, J. H.
McCauslin, R. E. Shorty
McCrary, Ed.
McCreery, J. A.
McCuen, George
McCullough, Jesse M.
McDonald, Blackie (Cook)
McDonald, Earl Wm.
McFee, Carnie
McDonald, Jack
McElroy, John
McFarland, Glen Curley
McGee, Milt
McGill, Leo
McGill, J. Walter
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McGowan, Lantis
McGregor, Lawrence B.
McGuire, Toughy
McGurk, Geo.

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McNarrman, Bingo John
McNeely, Jackie
McNeil, Chief Eagle Eye
McShay, A. C.
Mack & Jack
Mack, Jonnie
Maddox, R. B.
Mag, Prof.
Mahdi, Mystic
Makinson, Billy or Jerry
Mammoth Marine Hippodrome
Manger, John
Mann, Carl
Maratta, Sam
Marcellus, Buddy
Marcus, A. B.
Marett, Albert
Marion, Sid
Marks, Geo.
Marks, Victor Cal
Marlowe, Donald
Marmain, Joe
Marshall, Dick
Martin, Frank
Marshall, Geo. E.
Martin, Harry C.
Martin, Joe L.
Martin, L. H.
Martin & Marvel
Martin, Mickey B.
Martin, Speedy
Marvin, Glen
Marvin, Robert
Marvo the Great
Maseman, Douglas
Mather, Dr. Philip
Matson, Alden
Maxfield, Lee
Mayer, Jack
Mayman, Gilbert
Meachum, Homer
Mefford, Buddy
Melton, Paul
Mench, Chas. L.
Merrithew, C. E.
Merritt, W. J. Prescott
Mertz, Roy
Metro, Charles
Mexican Joe & Rose
Meyers Jr., Earl F.
Michalek, John E.
Miller, Archie A.
Miller, Art
Miller, Cash
Miller, F. E.
Miller, Geo. P.
Miller, Johnnie
Miller, John Kent
Miller, Murray
Mills, E. J.
Mills, Kayo
Missick, Tom
Mitchell, Alex
Mitchell, Charlie
Mitchell, G. C.
Mitchell, Frank C.
Mitchell, George E.
Mitchell, Lucky
Mitchell, Miller
Mitchell, Tony J.
Monroe, E. S. Red
Montgomery, James M.
Mooney, Tommy
Moore, Dan A.
Moore, Doc Jas. G.
Moore, Earl Red
Moore, Vernon
Morales, Pedro
Moran, Anthony
Moran, John
Moreen Troupe
Morehouse, Ben
Morgan, Bob
Morgan, Geo. Kelly
Morgan, James
Morris, Bob
Morris, Chip
Morris, Jack
Morris, Joe I.
Morris Jr., Wm. J.
Morrison, John Berdet
Morse, Louis
Mort, Joe
Mortensen, Leo
Mosher, Wm.
Mossey, Ralph
Munsey, Wm.
Murdock, Robt. K.
Myers, Joe
Myers, S. O.
Myrus the Mentalist
Nagel, Carl
Nash, James
Nee, J. J.
Neil, P. E.
Nelson, Capt. (Sword Swallower)
Nelson, Chas. (Forest Wizard)
Nelson, Vick C.
Nesbitt, Wm. T.
New, Bert
Newcomb, Gordon B.
Newham, Gordon
Newton, H. Z.
Nicholas, Leo
Nichols, Rudy Red
Noble, Ralph
Noe, Don
Nolan & Kenny
Norton, Barry
Norton, Clyde A.
O'Brien, Don
O'Brien, Eddie
O'Brien, Lou
O'Brien, Myron
O'Dare, Barney
O'Dare, Jimmy
O'Day, Timothy
O'Hairo, Harry
O'Neil, Gene
Oderkirk, C. J.
Odoms, Bill
Odoms, Roy
Oliver, Frank
Orr, John V.
Osborne, Geo.
Ostrum, James
Owens, Lester
Owen, Richard
Padden, Ed J.
Palmer, Golden R.
Palmer, Joe V.
Palmer, Lew
Palmer, W. F. Doc
Pappas, Chas.
Parham, Odett
Park, Andrew, Magician
Park, R. C.
Parker, Dan Slats

Parker, Lew (Allen & Parker)
Parks, Earl
Paroff Troupe
Parra, John Thomas
Parrish, Mae & Billy
Pasell, Sam
Patterson, J. E.
Patty, Jack
Paulert, Albert
Paxton, Frank
Paxton, Pat
Payton, Wm. Brownie
Pearl Fern & Co
Pearman, Mike
Pedro & Luis
Penney, Prof. John
Penny, A. B.
Peppers, Billy (Skeeter)
Peppers, Frank W.
Perrie, Senor
Perry, Cap.
Perry, John W.
Peshong, Wm. J.
Peterson, King Kong
Petralli, Sam
Petro, Rudolph
Pettit, L. C.
Peza, Fred
Philbert, Edw.
Phillion Bros.
Phillips, Blair B.
Phillips, Don
Phillips, Ellis
Phillips, Horal
Phillips, John V.
Philips, Smoky Thomas
Phlegar, Paul
Piccolo, James
Pickard, W. J.
Pierce, Doc
Piercey, Howard
Piffer, Debs
Pine, Phil
Plas, Stanley J.
Porter, Charles S.
Posey, E. E.
Potter, Joe Joby
Potts, Harvey H.
Potts, Harvey & Ethel
Powell, Bill
Prarie Drifters, The
Preacho, Dale
Pribble, Harlen
Price, M. W.
Pringle, Johnnie
Purdue, Geo. E.
Pyke, Grant
Raber, Arthur
Race, Chas.
Rachat, Ray
Radcliff, Art
Raglands, Rags
Randall, Harry
Rangia, Dr. Chas. H.
Rankin, Mickey
Rankine Jr., Tom
Rawlins, Bill
Ray, Percy
Ray, Reuben
Raymond the Great
Rea, Wylie
Reardon, Tom
Reckless, Fred
Redin, Dad
Red River Valley Show
Reece, Jess
Reed, Eddie
Reed, Frank S.
Reed, Gabe
Reed, F. Stanley
Reese, James F.
Reeves Jr., Jimmie
Reid, W. B.
Reitzel, Jay J.
Rendelle, Buck
Reno, Edw. A.
Reno-Margie
Reynolds, Harold
Rice, A. C.
Richards, Dr. George
Richards, John W.
Richardson, Henry
Richie, Jack
Richman, Paul W.
Ries, Dutch
Ripley, Jack
Risk, John
Ritchie, Al
Roach, J. S.
Roach, John Wm. Bubbs
Roark, Charlie
Robbins, L. A.
Roberson, Herman
Roberts, Charlie Behnke
Roberts, Ken
Robinson, Lee
Robinson, Ralph
Roby, Wm.
Rodah, Rajah
Rodstad, E. A.
Rogers, Herman L.
Rogers, John Dutch
Rose, Chas. S.
Rose, Teddy
Rosebrook, B. L.
Rosen, H.
Rosen, Mike
Rosenfeld, John (Players)
Ross, Chas. H.
Ross, Sammy
Ross, Tommy
Roth, Snozzle
Roundtree, Bob
Roy, Jessey
Roy, Miller
Rucker, E. H.
Rumbley, Eldredge
Runyon, Chas. Russell
Rusher, Al
Russell, A. J.
Russell, Charlie
Russell, Slim
Rutter, Harry
Sadler, Idus Shorty
Sakobie, James
Samuels, Leroy
Santini, the Great
Scheller, George
Schenz, Louis
Schgrins, Harry
Schilling, Lyle
Schimmelpfenning, James
Schwartz, Herman
Scott, Dewey
Scott, Earlie L.
Scott, J. W. Bill
Scott, L. C.
Scott, Major Geo.
Scott, Wm. A.
Scruggs, Forrest M.
Seaman, Bert
Seely, Vernon

Selden & LaVelle
Seleski, Carl A.
Sells, C. W.
Selly, Joe
Senior, George
Sevant, Jack
Sewell, Frank
Seymour, W. O.
Shaltz, Eddie
Share, Jack
Sharp, George
Shaw, Bill
Shaw, Daniel
Shaw, Jimmie
Shelton, Charlie
Sheridan, J. R.
Sherman, G. B.
Shew, Carl
Shields, Wilmet
Shipley, Claud
Shooting Stars, The
Shore, Denny
Shore, Jack
Shroeder, Mr.
Shuey, Bill
Siegmund, Jack
Sigler, Billy
Sikes, Oliver
Silver State Show
Simms, Carl
Simms, Jim
Simon, Major Jack
Singer, Herman
Siros, Bill
Sisk, Pat
Skidmore, A. L.
Slaughter, Ken
Slay, Howard
Sloane, Birdie
Smiley, L. R.
Smith, Bill
Smith, Chas. Blackie
Smith, Clifford Andrus
Smith, Frank Snuffy
Smith, Gentleman Torchy
Smith, Harry J.
Smith, H. W.
Smith, Jack H. Punk
Smith, John W.
Smith, O. W.
Smith, Walter, Bandleader
Smith, Whittie
Smithson, Rabbit R.
Smuckler, Barney
Snyder, Harry E.
Snyder, Howard & June
Snyder, Leon
Snyder, Merle C.
Sorger, Steve
South, Earl
Spear, Rob
Sperry, Charles
Splinter, Royal
Spoat, Melvin & Celia
Sprager, Joe
Spring, Tony
Sprouse, Bobby
Stacey, Harry (Turk)
Stanley, Louis J.
Stanley, Rev. A.
Stahlin, E. M.
Stanley, Charlie
Stanley, Clipper
Stanley, Jackie
Stanley, Tommy
Stark, H. Abe
Steele, Buck
Steele, H. L.
Steinberg, Jos. Carl
Stenberg, Ivan-Lucile
Stennett, Bill, Musician
Sterchi, E. B.
Steven, Jack Ray
Stevens, Dick
Stevens, George
Stevens, Johnny & Mae
Stevens, Joseph
Stiles, Robert T.
Stober, Tex
Stone, Chas. (Little Man)
Stone, Curley Bill
Stone, Robert
Stoneman, Joe
Storey, Bill Bama
Stout, Eugene
Strode, Bill
Stroud, Wm.
Struble, Orange F.
Stuart, Sam
Stueburg, Ernie
Styles, T. R.
Suarez, Baldy Joe
Sudduth, Forest
Suggs, George
Sullivan, Artie
Sullivan, Texas Jack
Sutton, Harry J.
Swanson, S.
Swift Eagle, Chief
Swift, Larry
Swisher, Jerry
Sykes, Jack
Taggart, George
Talbot, Hugh
Talor, Mickie
Tan, Alex
Taylor, Chas. (Bronze Manikins)
Taylor, Billy C.
Tecklow Family
Teitenberg, Herb
Tennis, Theodore
Tepolt, Rubin
Terhune, Max
Terrill, Denis
Terry, Thexton
Thier, Roy A.
Thomas, Geo. (Pickout)
Thomas, Pete
Thompson, Geo. W.
Thompson, H. A.
Thompson, Jas. G.
Thompson, Pete
Thompson, Ray W.
Thompson, Roy
Thompson, Wm. E.
Thornberry, Arlin Skinny
Thornton, Buddy
Tinsch, Frank
Tod, Russel
Tolbert, Milt
Tom, Walter
Tookey, Norman
Torelli, Ed
Townson, Robert
Toyama Troupe
Trainer, Howard
Trapp, Al
Travers, Doc
Triveaudy, Alford
Tucker, Ernest H.
Trueblood, C. D.

Trueblood, Doc
Tuba, Victor
Tucker, E. H.
Turner, Francis Penn Yan
Urich, Dewey
Urich, John
Van Ame, Pete
Van Ammering, Corry
Van Berkum, Nick
VanDerKoor, Herman
Vandiver, Bob
Van Vactor, C. B.
Varga, D. J.
Vargason, Raymond
Velardes Family
Veneko, L. J.
Vess, Charles
Vevens, Harry
Vibbard, Paul L., Musician
Vickers, Natt
Vierra, Albert
Vivian, Jack
Wade, Ernest
Wagoner, Claud
Walker, Chas. H.
Walker, C. L.
Walker, Jack Tickle
Walker, Karl J.
Waligorski, Stanley
Wall, Adger A.
Wall, Geo.
Wallace, W. M.
Wallace, Vail
Walls, Johnny
Walters, Eddie
Walters, Howard J.
Walther, Richard G.
Waltrip, A. E.
Warbritton, Clyde
Ward, Sid
Warrington, Claude
Warrington, Clyde
Warshay, Akbar
Wasso, Joe
Watson, Carl Alonzo
Watson, Jack
Watts, Tex Peavine
Weaver, J. T.
Webb, Clyde
Webb, Joe B.
Webster, James Clark
Wedingcamp, A. P.
Weever, Edwin
Weis, Ben
Weiss, Whitey
Weller, Gordon A.
Weller, S. E.
Wellington, Harry K.
Wells, C. W.
Wells, Earl
Wells, Robt., Lobster Boy

Wells-Powell
Wells, Wm. (Erie Diggers)
West, Stanley
Westcott, Al
Westfall, Lamar
Weston, Sammy
Whetten, Fred D.
Whitaker, Wm. E.
White, Dock
White, Wm. A. 28
White Horse, Chief
Whittaker, Bill
Wiles, Carl
Wilkins, Grover
Willander, John
Williams, Bubba
Williams, Edd
Williams, Hambone
Williams, Harry C.
Williams, Harry Leonard
Williams, Harry Slim
Williams, J. A.
Williams, Stubby
Williams, Texas Slim
Williams & Williams
Wilno, the Great
Wilson, Bud
Wilson, Cliff
Wilson, Girl Show
Wilson, G. L.
Wilson, J. Hull
Wilson, Lloyd Mickey
Winaman, Sully
Winstanley, Robert
Winstead Mighty Minstrels
Winston, Jack
Winters, Geo. (Feets)
Winters, Herman J.
Wirt, Bobbie
Wise, Dr. Ed. F.
Wolcott, T. P.
Wood, Virgil
Woods, John B.
Woods, John Joseph
Woods, Red Walter
Word, Mickey
Wright, Jerry & Marion
Wyatt, Buck
Yager, Chas.
Yamanaka Troupe
Yancher, Johnny
Yoder, A. B.
York, James A.
Young, Joe F.
Young, John A.
Young, Marx B.
Young, Ray R.
Zano, R. A.
Zazzara, Frank

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Evelyn, Miss (Everett & Evelyn)
Fenton, Mabel
Finbow, Margerette
Fox, Betty & Benny
Goodwin, Jeanette
Huff, Tiny
La Claire, Marceau
Lee, Violet
Leslie, Jean
Lithgow, May
Kirchoff, Mary
Moore, Babe (Collins)
Lynn, Lnida
Norris, Eunice
North, Agnes Hall
Parks, Valerie
Priddy, Pat
Ragan, Madeline
Ray, Dorothy
Reynolds, Rita
Richards, Nellie
Ross, Vivian (Mrs. Ted Williams)
Sihaman, N.
Smith, Vera
Stevens, Dolly (Mechano)
Talali, Adele
Trevor, Bubbles
Vincent, F. Lally
Wagoun, Franziska
Ward, Nereida Caswell
White, Alma
Young, Mary

Men

Adams, George
Allen, J. Harold
Amana, Alfred
Ardath, Frank
Arnold, John
Barry, Martin
Barry, Slim
Beebee, Lathabee
Beers, Nate
Berry, Curtis
Bolt, J. P.
Brassill, Paul
Brooks, Joseph
Brown, Eddie
Buchanan, Thomas
Buckley, Malcolm
Burkhart, Melvin
Burns, Bob
Bunrs, T. K.
Cahill, Mike
Carleton, Jack
Carrington, H. K.
Carry, Harry
Carusone, Dominick
Castigan, Ed
Chant, Robert H.
Cherkoski, Frank
Clayton, Tom
Crane, Earl A.
Cullen, Larry
Dahlstadt, Arvid
Davis, Wm. B.
DeCoursey & Jameson, Nettie & E. J.
Delano, Philip James
Delmaro, Frank
Duke, H. J.
Easton, Bob
Favereau, Charles
Favreau, Charles
Frankes, Henry
Frasier, Pete (Bill)
Gangler, Joe
Gault, James F.
Goodman, Bert
Goodstein, Carl
Grazer, Arnold
Harris, Robert
Hedwig, W. K.
Helwig, Al
Higgins, John W.
Jahn, Francis C.
Johnson, Neal
Kennedy, Andrew
Kiley, Wm.
Knight, Allen Paul
Koartez Tony
Krause, J. H.
Kunz, Ferd
Kuhn, Jack
LaReine, Fred
Lavier, Forrest
Leski, Raymond
Light, Louis
Loveland, Charles
Lucas, Richard
MacDonald, A. D.
Mace, Ernie
Mahoney Jr., Wm.
Marcus, Robert (Red)
Martinez, C. (Marlyn & Martinez)
Miller, Johnie A.
Miller, J. B.
McDonald, Capt. Earl
Monroe & Grant (Lowe, Tom)
Morgan, Frank
Muzzie, Rocco
Nelson, Prince
Nuger, Sol
Odom, Homer
Omar, Ben
Quinlan, Jack
Pape, Billy
Pease, John W.
Perry, John Jos.
Perry, Cap
Pickford, Murray
Pyle, Harry
Reckless, Fred
Reed, France
Rich, Charles
Richard, Harry (Doc)
Roberson, James
Roberts, Stanley
Saunders, Buck
Schlotz, Capt. J. C.
Schultz, Earle
Smith, Albert D.
Smith, Sid
Soreault Jr., Sylvain
Steiss, Ernest
Taylor, Chester
Tessina, Ray
Thiele, John
Van, Fredia-Fred
Wald, Max
Walker, F.
Ward, Hank
Webber, Sam K.
Weber, Rex
Weintroub, Sam
Wells, Burt
Wernick, Morris
White, Hal
White, Harry
White, Henry A.
Woodards, J. C.
Zambrine

MAIL ON HAND AT

CHICAGO OFFICE

404 Woods Bldg.,
52 West Randolph St.

Women

Allen, Margie
Ariel, Countess
Broadbent, Betty
Brocklesby, Sally
Croake, Mrs. Vonie
Delano, Marion V.
Diana, Phoebe
Dixon, Irene
Halley, Jacqueline Smiles
Hill, Ruth
Mackey, Mrs. Vera V.
Marvell, Mrs.
Neal, Mrs. Jack
Owens, Mrs. Rita
Randall, Louise (Randall Sisters' Trio)
Robbins, Margie
Weber, Chatita

Men

Allison, John Bert
Anderson, Charlie Frank
Averill, Kiddo
Bert, Benny
Brouder, R. L.
Brown, Curtis
Carson, Rex W.
Clendenin, David L.
Derer, Charles
Dyer, Paul
Ellet, Frank J.
Fayne, Mr. & Mrs. Harry
Fitzgerald, Mr. (Punch Needle Agent)
Fox, Benny
Frayne, Arthur J.
Gear, W. M. (Billy)
Gibbons, W. A.
Goldstein, Al
Goldstein, Teddy
Great American Shows
Gregory, Bill
Harpers' Circus
Hopkins, Bob
Howell, William E.
Hughes, Dick & Al
Hye, Cy
Ingleston, Corp. "Bob"
Kapne, William K.
Kelly, Eddie
Kent & Duley, Billy
Ketron, Frank
King, Eddie
King, George Joseph
LaBounty, N. Paul
Langworthy, Reggie Sax
MacDonald, Wm.
Mangean, Spencer
Mark, James
Marlowe, Donald
McKenzie, J. H.
Myers & Insko
Nadig, Jack
Nelson, M. (Sword Swallower)
Ogar, John
O'Reilly, Jerry
Pape, Billy
Paulsen, Henry V. (Drummer)
Ritchey, M. L.
Rockwell, Sidney
Ross, Harry A.
Shew, Carl
Simmons, Warren F.
Smith, Gentleman Torchy
Spears Jr., George
Sperry, Robert L.
Stevens, Earl
Swanson, Carl O.
Tan, Alex
Thompson, Jimmie (Cork Gallery)
Toffel, Johnnie
Vantine, Magician
Wells, Al
Wall, Adger or Alxe
Wolfe, Capt. Rocky
Woodbury, Bob
Wright, Harry P.
Wright, Wm.

MAIL ON HAND AT

ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Goad, Chas., 3c
Ray, Whitey, 6c
Jerome, Albert, 3c

Women

Allen, Mrs. Rosie
Baldwin, Mrs. Billy
Bass, Mrs. Sam
Carter, Mrs. Marjorie Lee
Davidson, Mrs. G. E.
Doria, Miss B. L.
Ellis, Madame Rose
Farmer, Mrs. Pauline
Firestone, Mrs. Marine
Fredricks, Maxine
Gerry, Mrs. F. J.
Granger, Mrs. Martha
Grimes, Mrs. Patricia
Kamm, Mrs. Ioma
McLaughlin, Mrs. Bill
Nichols, Mrs. Marg.
Nichols, Mrs. Margaret
O'Connor, Mrs. T. J.
Renfro, Melita V.
Shannon, Babe
South, Mrs. E. L.
Stanley, Dorothy
West, Mrs. Lee
Willis, Mrs. Macon
Wilson, Mrs. Pop

Men

Albright, Roy
Anderson, Ray E. (Blackjack)
Backman, Teddy
Bahnsen, William
Beeson, Dr. L. A.
Behnsen, William
Bell, Charley H.
Brady, J. W.
Bryer, Ollie
Clark, Prof. Lee Lloyd
Coley Jr., Jefferson
Cundiff, Richard
Darnell, Hank
Dell, U. W.
DeVoe, Ray
Donoflio, Frank
Earle, Wm.
Easley, Melvin
Everett, O. R.
Flannigan, Robert E.
Forrest, Tom & Betty (Skydance)
Fox, Benny
Gault, James F.
Gehrtz, Burton
Glasscock, Doc
Green, Bill
Groves, Edward
Handing, Steve F.
Heller, Red
Jones, Carl
Henderson, Cortus J.
King, George Joseph
King, Jack
Lawrence, Curley
Lynch, Adjuster Eddie
Mackey, V. V.
Mansour, S.
Marlowe, Donald
Matthews, Robt.
McCord, Binger
McCune, Jack
McCoy, T. F.
McKnight, Jimmie
McLaughlin, Bill
Miller, B.
Mitchell, Fred (Slick)
Morgan, Steve
Murray, Robert George
Musser, Louis
Neal, Russell L.
Nottingham, Rex & Pearl
Owen, Bill
Perryman, Arthur Carl
Ray, Whitey
Rodgers, Harry
Scott, C. B.
Scott, Thomas
Shann, C. A.
Siefer, Howard L.
Slover, Millard F.
Smotts, Lee Roy
Spain, Lee
Spann, Allen
Stanley, Paul
Stark, Michael
Stevens, John J.
Tetts, Fletcher
Tilley, Kinnie
Townson, Bob
Underhill, Howard
Unger, Sol
Vanderford, Charles
Walker, W. X.
Whity, Nail Joint
Williams, O. L.
Wilson, Bill (Monk)
Wilson, Bill & Margaret
Whittmore, Walter C.
Young, Joe

POLITICAL SHOWMANSHIP

(Continued from page 4)

for political time. This follows policy of many newspapers.

In Chicago, as in other key municipalities, the boys pay good money for their radio programs, and the stations, large and small, reap a profitable harvest. In hiring talent for ward gags, however, they like to pay little or no money. Before the Theater Authority was in existence, common thing was to call up leading cafe and combo theater ops and ask for a "talent lending" favor. Few acts appearing at political meetings were ever paid. This year, with TA operating around Chi, talent chiseling is reduced. Bookers and ops have a loophole when turning down requests for free talent, and it has worked in many cases, sometimes even resulting in an actual sale of acts.

David P. O'Malley, booker, who in the last few months has set some 25 club dates at political rallies, reveals that while such bookings as a rule don't amount to much, office seekers and their champions are gradually being educated to the fact that performers have to make a living, too.

A typical plan is to hire a pianist and singer for a "circuit" of several wards, parishes, districts or what have you. Performers take in a different locality each night, entertaining between speeches. They also fill in gaps occasioned by tardiness of a speaker who has been booked for multiple addresses that night. Singles are used most frequently, both dancing and vocal. Novelties are also in demand, but not much money is paid. Estimated that a performer gets a minimum of $10 per date.

* * *

HOUSTON, May 11.—Hillbilly programs over Texas radio, which in 1938 swept a politically unknown flour salesman into the governor's chair, will be used again this year to woo the voters of the Lone Star State. Gov. W. Lee O'Daniel, who sailed into the capital via the air waves, has announced his candidacy for re-election. This time, however, he will probably be forced to use radio stations across the Mexican border following his recent break with the management of practically every broadcasting unit in Texas. O'Daniel turned on the Texas stations recently when he claimed they were too stingy with their time.

* * *

BOSTON, May 11.—Possibility that Boston politicians may emulate Texas Governor Lee O'Daniel in coming elections was upped when it was learned that at least one booker has been approached by pals and asked to line up rally talent. Would certainly be a novel stunt for staid Boston, but whether it would react favorably is problematical. Believed that free acts of vaude type would tend to get crowd into rallies, but whether they'd vote the right way, or at all, is another question. That it certainly wouldn't do showbiz any good if the acts are hired for peanuts, if that, is the opinion expressed by a show-minded Boston newspaper man. Boston held its primaries Tuesday.

Item: Gracie Allen is still campaigning for the Presidency.

FROM ALL AROUND

(Continued from page 7)

of WFVA, Fredericksburg, Va., succeeding Carl Saunders, resigned. Ronald Dawson has assumed production duties and Sam Lauder has been added to the announcing staff. . . . Gene Barth has been added to sales department of WIRE, Indianapolis, and Barbara Fulton, Elsie Ross and Mary Snow have been added to the reception staff.

PROGRAM REVIEWS

(Continued from page 8)

selves admirably, calling upon the various tempos for the dance to give the ear impression of the rainbow colors.

Each week a *Rainbow* tune is selected (*Marie* when caught) and used as the basic theme for the entire quarter hour, embellished with the ever-changing color tempos of the rumba, bolero, waltz, foxtrot, dixieland and Tommy Dorsey's classic swing-sing version.

Frank Warrington makes the word coloring for this smart novelty musical feature. *Orodenker.*

"Tonight's Best Story"

Reviewed Tuesday, 9:30-10 p.m. Style — Dramatic. Station — Sustaining on WHN (New York).

Tonight's Best Story debuted a couple of weeks ago as a sustainer. If the usual run of productions is as good as *Royal March,* presented Tuesday (7), this half-hour period should grab a sponsor quickly. Production had dramatic value, was topical in theme and was in every respect a solid radio job.

Show is done with the co-operation [illegible] *Story Magazine.* Piece this session [illegible] by Andreaf Latzko; adapted by C[illegible] O'Neill. As stated by guest speaker [illegible] uel Komroff, the implications of L[illegible] story contained the whys and whe[illegible] of Europe's troubled condition to[illegible]

Yarn went on to portray tw[illegible] soldiers—one from Austria and one [illegible] Italy—crippled by previous camp[illegible] They hook up together, and thru t[illegible] genuity of one seem about set to [illegible] their way in the world again. The w[illegible] of the two, however, gets drunk an[illegible] latent nationalism asserts itself whe[illegible] listens to the martial music of a sol[illegible] parade. He quarrels with and kill[illegible] friend and benefactor—without who[illegible] is now helpless.

Chief players were Morris Carnovsk[illegible] the Italian and Stephan Schnabel [illegible] Austrian. Their parts were very [illegible] done, so much so that genuine char[illegible] development took place within th[illegible] minute period.

Production was under Peter Witt[illegible] Mitchell Grayson directing. A so[illegible]

Ackerm[illegible]

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I. MAY 11 TO OCTOBER 27

Clock 191,196 Paid Entries Thru 16 Hours of Debut Day

Gate would have exceeded 200,000 had it not been for protracted downpour—loose purse strings tell amusement ops that an unusual re-run season is in view

NEW YORK, May 13.—When the first day of the second edition of the New York World's Fair ended officially at 2 o'clock yesterday morning after 16 hours of operation, 191,196 people had been clocked. This is an unofficial paid entry figure that is subject to correction. On last year's bow day a fabulous figure of 605,000 was shown on the cash register in the Amusement Area. Later in the season this was revised to read 262,000 paid admissions, and only recently brought down to a final net of 198,791. Saturday's opening draw looks strictly kosher, however, and if high winds, followed by a downpour of several hours' duration, hadn't interfered intake would have exceeded 200,000 by a considerable margin.

It was a corking get-off in other ways. Manicured and revitalized midway was visited by a healthy percentage of the gate, and purse strings were loosened in a manner that led showmen and concessioners to believe an unusual re-run season is in view. Attractions not open or open in spurts during the day were Michael Todd's Dancing Campus, Harry Hargrave's War Museum, Ben Meyers' Whale Show, Dick Edwards' Plantation, Phil Gelb's Why Do? Girl Opera; Todd's Gay New Orleans Village, carded for debut the coming Friday, and a few minor items. General and specific revamping by showmen and the expo has produced a livelier fun stretch, and word has gone out that the Forty Fair is set for an unqualified click.

More Are Readying

Only major ride not in action is the Parachute Jump, removed northward intact and scheduled for operation in about a week. T. W. Kelly claimed the first ticket sale at his Nature's Mistakes Freak Animal Show. Clif Wilson's Live Monsters got in under the wire as in 1939.

Readying for opening this week are 20,000 Legs Under the Sea, Thru Forbidden Tibet, Todd's Opry House, Sheridan's Living Magazine Covers, Dr. Marston's Lie Detector, Phil Plant's Hawaiian Show and Harry Illions' Magic Carpet.

A sparkling addition to the east loop sector is Billy Rose's Barbary Coast Cabaret, skillfully adapted from the Midway Inn. Already in the success bracket, it furnishes some of the night life so conspicuously muffed last year.

Girding its loins for a colossal attack on pocketbooks is the really colossal "American Jubilee," expo-sponsored spec-pageant-musical-operetta, with magnificent production, a beauty of a front and comfortable grand stand with perfect sight lines from every pew. Jubilee front served as the center for throwing of the switch by Board Chairman Harvey D. Gibson, which lit up the midway officially at 10 o'clock Saturday night, plus brief speeches and award of autos.

Pyro Show Superior

Inaugural fireworks display, under direction of Frank P. Duffield, was hampered by the downpour, but even under this disadvantage proved to be overwhelmingly superior to the first edition's pyrotechnics at Fountain Lake, now known as Liberty Lake. Particularly outstanding were the set pieces, emphasizing Americanism and artillery.

That the fair's campaign to make the entire exhibit-international-eat-fun layout carry wide appeal is indicated by average income level groups the ... has begun to attract. The 50-cent ...ion is seen as a powerful weapon ... connection. Yesterday, first Sun... brought perfect expo weather.

GIBSON GIANT GOING

(Continued from page 3)

history on the funzone's southern tip is seen in the fact that about a quarter of the output has been put into it to liven up what was a staggering area last year except for the Parachute, which has been moved northward. *Jubilee* bucks Billy Rose's Aquacade at a 40-99-cent scale, but the fair's top showman doesn't figure to have much of a dent made in money expectancy from such competition itself as with about 5,000,000 customers chalked up last year he may have drained the population. That he himself thinks he'll need fresh customers is evident in his announcements of a completely new layout, and he led everyone again by springing big display ads in the local gazettes to tell the folks what he has on tap. Last year he started and finished as a consistent advertiser and reaped a harvest.

Bidding for a big place in the money sun is Michael Todd with three full big layouts and an O'pry House. He replaces his *Hot Mikado* in the fair-built Hall of Music with clipped version of *Streets of Paris* at 40-99 cents and three-a-day. This stars Gypsy Rose Lee, Abbott and Costello, Dell O'Dell, Ben Dova, Hilton Sisters, Billy Branch and Company, Milton Watson and the French Post Card Girls.

His Gay New Orleans Village takes the Jessel Old New York spot with three Hassard Short productions, *Cotton's Up*, with colored cast headed by Louis Armstrong and ork, Berry Brothers, Ann Lewis, St. Elmo Johnson Choir and Mary Bruce boy-girl steppers; *Sazarac*, with Mark Plant, Ruby Mercer, Albertina Rasch ballet and Great Greco, noose aerialist; Mardi Gras Frolic, a midnighter with Carrie Finnell, Muriel Page in flame dance, Ben Dova (doubling) and others, including *Cotton's Up-Sazarac* casts.

In surrounding areas are other shows and a full array of concessions and a quarter pays for everything except food and games. Eat spots here are called New Orleans, Sazarac Bar, Absinthe Inn, Carrie's La Do Bust Inn, Poor Man's Sandwich Shop, all of them relabeled from Knickerbocker Inn, Haymarket, Chinese Cafe, Mama Jessel's Delicatessen Shoppe, Sports Bar. Third in the Todd string is Dancing Campus, sited at Merrie England Village. This is a huge open-air ballroom with name bands, also a two-bit entry. O'pry House is physically part of Campus and was the Globe Shakespearean Theater last year. It features film oldies for a quarter but next month will present *The Hot Drunkard,* takeoff on the classic *The Drunkard*.

Show and Ride Line-Up

Aquacade comes thru with a new score by Jimmy Van Heusen and new dance, water ballet and script, plus new sets and drapery, 40-foot water curtain and other change of pace in the N. Y. State Marine Amphitheater. In it are Eleanor Holm, Olympic swim champ Larry (Buster) Crabbe, Everett Marshall, Vincent Lopez Ork, Fred Waring's Glee Club, Frank Libuse, Saxon Sisters, Stubby Kruger, Frank Foster, Clayton Mains, Ray Twardy, John Sullivan, Clinton Osborne, Tony Zucas, Jimmy Patterson, Elbert Root, Al Green and the Egyptian natator Farid Samaika. John Murray Anderson staged it. Four shows a day are carded.

Other shows are Chapman & Kruge's (contractors) White Way Casino, starring dove-dancing Rosita Royce in Parade of Nations with a line of 12, production by Al Tyler and Fred Nerret. Building was last year's Savoy Theater; Dufour & Rogers' Nature's Mistakes, Crimson Tower and Scroll of Life; T. W. Kelly's Palace of Wonders, side-show illusions; Gardner Display Co.-Alfred Stern *20,000 Legs Under the Sea* (Dream of Venus); Dick Edwards' Hot and Cold (Frozen Alive), Plantation Show and Honeymoon Cottage Funhouse; Harrison's Forman's Thru Forbidden Tibet (Lama Temple); Dr. Martin J. Coumey's Infant Incubators; Frank Buck's Jungleland, Morris Gest's Midget Town, Jack Sheridan's Living Magazine Covers, Dr. William Moulton Marston's lie detector, Battle of Emotions; Nyzos Corporation's Zoological exhibit, Phil Plant's Hawaii, Joe Dobish's Wall of Death 'Drome, Clif and Freda Wilson's Live Monsters, Almon R. Shaffer's Winter Wonderland, Tom Wolfe's Glassblowers of the World, the Frank Zambreno Ripley's Odditorium, Billy Rose's Barbary Coast cafe (Midway Inn site), Frank McCluskey's and Charlie Peters' Zorima the Dragon Dancer, Harry Hargrave's War Museum (Giants' Causeway building), Ben Meyers' Whales, Phil Gelb's Why Do? (Time and Space building) and others.

Rides: Bartlett Rides, Inc., has Aerial Joyride and Bobsled; Norman Alexander's syndicate operates Comet and Snapper; Harry Bloom combination here with Over the Top, Centipede, Midget Autos, Cyclone Coaster, Whip, Laff in the Dark, Skyride; Bisch Rocco, Flying Skooters; Fair Rides, Inc., and Cy Bond, Dodgem; Charles S. Gurney, Scenic Boat ride; International Parachuting Co. (Comm. James H. Strong and Jordan L. Mott), Paracute Jump; Harry A. Illions and John A. Johnson, Laffland; Hyla F. Maynes, Water Bug; Harry Illions, Ferris Wheels; Porter Corp.-William S. Miller, Magic Mountain playground; Jack Bess, Merry-Go-Round; Maurice Piesen, Ferris Wheel; Charles L. Cagney, Trip Around the World.

Games and Eateries

Games, vending and general concessioners on midway stretches are W. R. Beasley, Sport of Kings; Bowling Outdoors, Inc. (Donald Deskey), automatic bowling; Joseph Geeraert, archery range and restaurant; Frank Buck, ball throwing; William Rabkin, penny arcades and Sky Fighter; Fairway Amusement Corp.-Maurice Piesen, Chime Ball and Skee Ball; Frank Galland, handwriting analysis and penny crushers; John A. Johnson, roller skating rink in former Macy Building; J. Gilbert Noon, shooting galleries, trap shooting, tommy guns, electric-eye machines, archery range; Abraham Fox, photo studio; Kaplan & Bloom, canes and umbrellas; C. E. Mulliken, pop corn. Ed Coronati has grand stand for fireworks.

Among midway restaurants and counters are Caruso's, Brass Rail, Rondevoo, Pabst Gardens, Ballantine's, Heineken's, H. & M. Catering Corp. Barbary Coast, Joe Hoefle (including 25-cent champagne), Mayflower's 5 and 10, Zombie (formerly NTG's) and others. Other spots are eat-drink counters and stands, such as Childs and independents that are spread thruout the 1,200 acres of the expo plant.

There's a grand total of 70 restaurants, most of which are plugging hard for traffic on lowered tab basis, one of the highlights of this year's give-customers-a-break strategy. Of the total, 17 are in the foreign pavilions. International zone is down to 46 countries, but still a healthy representation, war or no war.

(See GIBSON GIANT GOING on page 61)

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, May 11.—Manhattan's Great White Way is again scared of competish from the expo and its GWW. Broadway Association admits that in an announcement stating that 10,000,000 labels are being distributed bearing the line, "When you come to the fair—visit Broadway, the World's Greatest Street." Then why boost the fair, unless it be that Mr. Gibson's cattle opera is bound to bring people to Broadway too?

Aerial pedestal of Betty and Benny Fox is spotted just opposite *American Jubilee* and the duo presented its dancing free act there beginning today. It'll be three-a-day for them for an indefinite period. Last time we saw this team was three or four years ago at Trenton (N. J.) State Fair, and since then they've been more or less concentrating on newspaper promotion performances.

The boys who have nothing better to do are getting up a sweepstakes on peak attendance days. Last year's best was on Sunday, September 3, when 492,446 paid admissions were clocked. It's a mark to shoot at. Bets are also being taken for midweek days, certain special event days, holiday week-ends, etc.

Will Yolen, of Leo Casey's publicity bureau, who is in charge of midway tub-thumpery, will grab himself a train on Tuesday to deliver an address before the Canadian Progress Club in Montreal. This at a time when the little whirlwind is up to his ears in work. A wag cracked that this is batting for Casey instead of Casey at the bat.

While Joe Rogers, self-styled ex-mayor of the midway, was grabbing himself the whole of George Britt's column in *The World Telegram*, Nat (Todd Attractions) Eagle was delivering himself up for a surgical interview on show jargon by John Chapman in *The News*.

Restaurant of McGinnis, of Sheepshead Bay, has the spot occupied by Casino of Nations in '39. It features 50-cent luncheons and shore dinners starting at $1.75. And it's an indoor-outdoor shop with room for 2,000.

Siegfried Steinwall, better known as ski-jumping Great Siegfried, brings into action the Sun Valley-Winter Wonderland jump once reported abandoned for this year. Siegfried specializes in snowless jumps and the show will be much more visible than last year's slide. New grand stand was being rushed to completion this week by Manager Al Shaffer. An ice show is the main offering.

A tipoff in food-drink prices is the case of Heineken's Holland House, which is under new management. Sandwich tabs are being cut sharply, for instance. Last year everything was delicious but the check.

Note to outdoor ops: Secret Service men from the U. S. Treasury Department are instructing WF money handlers in the fine art of detecting phony money, soft and hard. Oral instructions are supplemented by a film called *Know Your Money*. Here's what is being stressed—no blue and red silk strands appear in counterfeit bills; portrait, border work and serial numbers are invariably crude and indistinct; the 40 points around seal are always dull and blunt instead of sharp and distinct as in McCoy money; edging on bogus mazuma is apt to be irregular and poorly executed; bad silver has a dull leaden color, dull ring and greasy feel. We know you know all this, but it doesn't hurt to put in a reminder.

PS.: The fair opened today. **We're putting our nervous breakdown act in the trunk for the next 170 days. Hoping to hear the same from you.**

Show Ban Protests Change Massillon Mayor's Attitude

MASSILLON, O., May 11.—Mayor Harry W. Lash declared this week that his recent ban on circuses and carnivals here was intended for only shows that flaunt gambling.

This statement was forthcoming after a barrage of letters from showmen, circus fans, merchants and citizens to the local newspaper, which were printed, criticizing the mayor for his stand against tented attractions. Among the letters was one from Richard Lawson, formerly with the Ringling-Barnum circus, who in his letter to the newspaper claimed the statements made by the mayor when he recently refused to issue a permit to Russell Bros.' Circus were "preposterous and unfair." (The mayor was quoted as saying: "We need to keep our money here in Massillon. When we spend it at a carnival and circus, Massillon business is not profiting. All of the money goes out of town.")

Lawson's letter claimed that circuses contracted with local concerns for food, laundry and advertising during their stay and purchased licenses for entertainment, soft drinks, etc., from the city.

Paris Show Shuts; Ring Acts Scarce

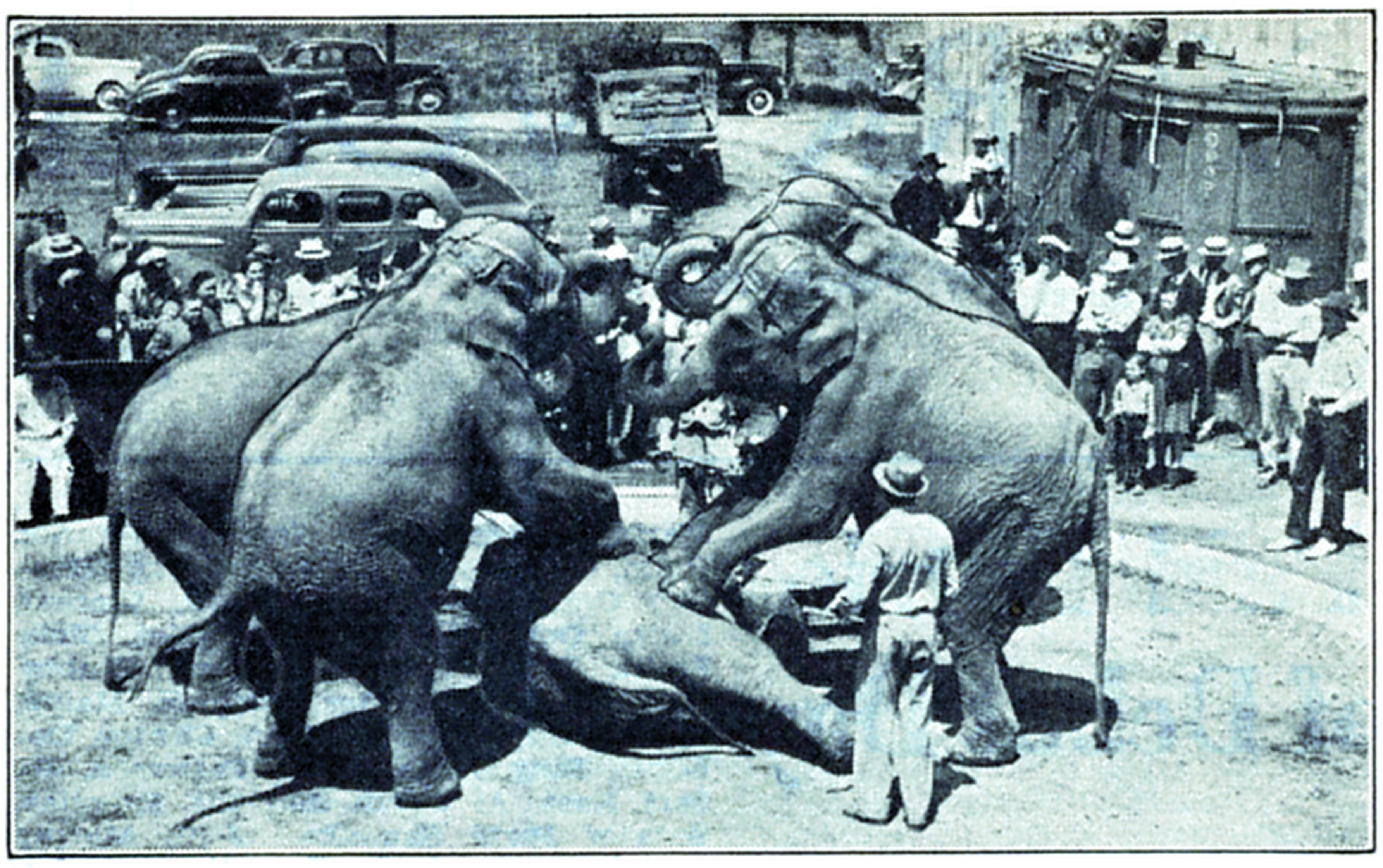
PARIS April 24.—To arrange a full program of circus acts under the continued growing difficulties is becoming an impossible endeavor. In Central Europe, producing a majority of the world's circus performers, live stock is being requisitioned for government requirements, including a good portion of the best known equestrian circus stock.

Of the two indoor circuses boasted in Paris, one has been forced to shutter, as the proprietors, Bouglion Brothers, unable to obtain sufficient ring numbers, would not continue with a mixed program of circus and vaude acts. The second house, the Medrano, however, adopted that policy, which is proving a profitable venture.

The current program, presented by Acting Managers Audiffred and Marouani, is good entertainment, having Georges Milton, ace comic of the flickers, topping the program and a triumph for his first ring appearance. Aeros, a splendid aerial clown, has been held over. Other sock numbers are Gisele Salagur, high trapeze; Shoun-Foun Troupe of Chinese tumblers; Albert Carre, high-school horses; Four Royal Scots, who play the pipes or ride bicycles with equal ability. Others on the program are Yvette Maugart, contortionist; Cartis, whose illusions are superior to the Chinese character he assumes. Geo, replacing Iles (mobilized) in the clown team of Iles and Loyal, proves to be a good laugh producer. The usual house joeys, Recordier and Boulicot, with Alex and Porto round out the program.

JOHN AND AIME WHITE, formerly with the Al G. Barnes Circus, have joined the Hilderbrand Shows and Circus, presenting their new act of Spitz dogs and greyhounds as a free attraction.

HENRY B. GENTRY, of Gentry show fame, has answered the last call. Details in Final Curtain.



THIS GROUP of elephants performed for the last time with Downie Bros.' Circus during the auction sale of the show at Houston, Tex., May 1. The bulls were bought by Frank J. Walter of that city.

Nine Shows Now Under Canvas in Britain; Only One Not Motorized

LONDON, May 4.—Nine British circuses are now out under canvas, including Bertram Mills, week and three-day stands; Lord John Sanger, mainly one day; Paulo's International, one day; Sir Robert Fossett, one day; William Pinder, Scotland, one day; Chipperfield, one day; Scott's, fairs; Dick Kayes, fairs; Fossett & Ginnetts, one day. All are motorized with exception of the last named, which relies almost entirely on draft horses.

Ada Mary Chapman is, for the time being, keeping her "Jungle Express" on the stage.

The Paulo program features John Swallow's two elephants under name of De Gracia; high-school horse; Sisters Leoni, acrobats; Signoretta Glydo, on wire; Frizette, with pooches; Four Argentinos, riding act. Apart from Swallow, all are members of the Paulo family.

Fossett Begins at Rugby

Sir Robert Fossett's Circus opened at Rugby on April 15, the program being: 1. Overture. 2. Tous Les Clowns. 3. Texas Tom, hurricane rider. 4. Baby bears. 5. Clown entree, Babs and Jim Zola. 6. Jon Louetta Trio of aerial gymnasts (members of Fossett family). 7. Boxing kangaroo, presented by Jimmy Scott. 8. Liberty horses, presented by Robert Fossett Jr. 9. Otto Brothers on the horizontal bars. 10. Marie Isobel, bareback rider. 11. Comedy horse. 12. Bouncing and cycling on wire. 13. Elephant, horse and zebra, presented by Bailey Fossett. 14. Clown entry. 15. Fossett Family, bareback riding. 16. Henley and Arden, spotted horse act, presented by Zola. 17. Mixed group of lions and tigers, including Menelik, wire-walking tiger, presented by Bailey Fossett.

* * *

Kayes Show Playing Fairs

DUDLEY, Eng., May 4.—Dicky Kayes small family circus is working fairs in the midland district and doing fair business. Kayes is a brother of Tommy, lion man from Blackpool Tower, and Priscilla, handling lions and pooches with Mills.

Duffy Program

TIPPERARY, Ireland, May 4.—John Duffy & Sons' Circus here April 10, was the second in eight days, the other being Edward Fossett & Sons' Circus Cavalcade. Duffy program runs as follows: 1. Overture. 2. Bar act by Master John and Miss Lillian. 3. Johnny de Carros, dancing and tumbling. 4. Bananas, midget ponies. 5. George Knight, on tight wire. 6. Three Hirukawa, Japanese act. 7. Four Aerones, trapeze. 8. Tex Nevada and partner, whips, ropes and knives. 9. Comedy performing lion. 10. Kayes Family, riders. 11. "Mrs. Mulligan," comedy number. 12. Bithell's performing crows. 13. Johnny de Carros, comedy act. 14. Bashi-Bazouck, trick act. 15. Clowns and their singing duck. 16. Will Duffy and Pearl, comedy cycling. 17. Decars' dogs, geese and monkeys. 18. Three hillbilly cowboys with Bert Mack, yodeler. 19. The Five Oxfords, football on bikes. 20. Grand finale.

Upper Ohio Valley Is Good Territory For Wallace Bros.

EAST LIVERPOOL, O., May 11.—Wallace Bros.' Circus, first of the season to invade the upper Ohio valley, fully two weeks ahead of all opposition in the State, has found Ohio to be good territory at the few stands played. Same size as last season, show is moving on about 50 trucks, semi-trailers and private housecars. Big top is a 110 with three 40s, with seating accommodations for about 5,000. Has seven-high grand stands on each side and 11-high blues. Equipment, including the trucks, is in excellent condition, with all props newly painted and flashy in new big-top appointments. Program, which is running better than an hour and a half, will be trimmed slightly within the next few days. Walter Jennier, who has been pinch-hitting for Eddie Allen, who took over on his arrival this week, has been doing an excellent job as equestrian director. Menagerie is much the same as last season, with about 25 head of stock, four bulls, several camels and a dozen cages of animals.

Show has encountered much cold and

(See WALLACE BROS. on page 41)

Kelley-Miller Show Off Big in Joplin With Two-Day Stay

CLEARWATER, Kan., May 11.—The Al G. Kelley-Miller Bros.' Circus opened its season April 22 in Joplin, Mo., for a two days' stay. Four performances were given the second day, business being exceptionally good. Show is presented in two rings and on one platform. Big top has a new marquee and Kid Show a long banner line. Show purchased a new Chevrolet truck last week for the bull semi-trailer. Organization moves on 18 units. Calliope goes uptown each day with a six-pony hitch.

The Program

No. 1. Pony drills, worked by Blackie Woods and Captain Miller. 2. Single traps, Bebe Loke, Iola Steele, Dale Kelley and Freda Laveldo. 3. Clowns. 4. Toe and heel catches, Frankie Lou Woods. 5. Posing ponies, both rings. 6. Clowns, menage horse burlesque. 7. Tight wire, Don Steele Trio. 8. Clowns' wire act. 9. Riding dogs, both rings. 10. Clowns on track. 11. Elephants, featuring Hattie, presented by Dorris and Iola Miller. 12. First concert announcement. 13. Frankie Lou Woods and Freda Laveldo. contortionists. 14. Clowns. 15. Dog acts in both rings. 16. Web, Millie Bebe. 17. Clown walkaround. 18. Riding monkeys, both rings. 19. Clowns. 20. Four swinging ladder girls. 21. Hand balancing, Laveldo Trio. 22. Second concert announcement. 23. Cloud swing, Bebe Loke. 24. Comedy acrobats, Don and Pete, closing with table rock.

The Staff

Obert Miller, manager; Kelley Miller, assistant manager; Dorris Miller, equestrian director; Sandy Sallee, superintendent of canvas; Joe Mohler, elephants and animals; Pete Woods, producing clown; Jack Slate, boss property man; Verlon Shearer, superintendent of ring stock; Bill Simons, electrician; George Carlson, steward; Homer B. Phillips, banners and seats; Blackie Woods, master of transportation; H. B. Darr, contracting agent; Frank Dungan and wife, brigade; J. M. Turner, pop corn and peanuts; Mrs. Woods, grab stand and novelties.

Side Show line-up: Ted Laveldo, manager; Mickey, performing monkey; Freda, anatomical wonder; Great Leon, impalement act; Captain Miller, untamable lion; Mysteria, mentalist; Waximo, mechanical man; Kardina, magician and card manipulator; Miss Millette, Chinese torture, and dancers in the annex.

In the Wild West concert are Al Ba[illegible] trick roper, horse catcher and cracker; Si Stanton and his trick Oklahoma Shorty, trick rider.

Night Crowds Good For Cole Show in Greater Cincinnati

CINCINNATI, May 11.—Cole Bros.' Circus, here for two days, May 5 and 6, on the Fourth and Smith streets lot, had good attendance on the whole. On the first day there was better than a half house at the matinee and at night about two-thirds. The next day, about a half house in the afternoon and four-fifths at night. There were showers between the matinee and evening performances the second day.

Show was in Covington, Ky., May 7. With ideal weather, matinee was fair, night house practically filled.

Side show and concert biz in both Cincinnati and Covington was good.

The name of Mary Matson, who does muscle grinds and rides menage, was overlooked in the review in last week's issue.

Staff and department heads this year consist of Jess Adkins and Zack Terrell, managers; Robert De Lochte, treasurer; Lorne M. Russell, secretary; Noyelles Burkhart, auditor; J. D. Newman, general agent and railroad contractor; L. B. Greenhaw, William J. Lester, local contractors; Jack Grimes, Raymond B. Dean, Rex de Rosselli, press agents; Lou Delmore, manager side show; Harry J. McFarlan, equestrian director; Fred Seymour, general superintendent; Gene Weeks, superintendent of privileges; Vic Robbins, band leader; Harlan Burkhart, superintendent reserved seat tickets; Charles Young, canvas; Jack Bigger, trainmaster; Joe Wallace, boss hostler; L. W. Funk, commissary department; Tom Poplin, lights; Leo Loranger, props; C. H. Hunter, ring stock; John Smith, stock; Joe Kuta, working crew; Al Hoffman, O. F. Stewart, 24-hour men; Lonzo Dever, elephants; Roland Hebler, animals; Fred Walker, boss carpenter; Howard Belange, blacksmith; Verne A.

(See COLE SHOW on page 39)

Gainesville Community Has Its Second Largest Date

GAINESVILLE, Tex., May 11.—The Gainesville Community Circus netted $1,200 for the underprivileged children's fund of the Kiwanis Club at Sherman, Tex., when it exhibited there May 2 and 3. It was the second largest under-canvas engagement in the history of the show, surpassed only by the Dallas engagement last year.

At Sherman Friday night, May 3, Portis Sims, tight-wire performer, was painfully injured when he fell on the point of a butcher knife in a rack used as a prop in his act. He was rushed to a hospital, where he was given treatment and returned home. He had improved sufficiently this week to do his number when the show exhibited at Dallas, May 9 and 10, in the live-stock arena at the fairgrounds under Veterans of Foreign Wars auspices.

The circus' next engagement is at Ardmore Okla., June 6 and 7, under American Legion sponsorship.

Mr. and Mrs. Frank Hartless, of Chicago, were visitors here Tuesday.

THE BIG ONE will be in Pittsburgh, June 3-4.

With the Circus Fans

By THE RINGMASTER

CFA

President WILLIAM H. JUDD, 25 Murray St., New Britain, Conn.
Secretary W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., May 11.—Dr. David E. Reid, of Lebanon, Ore., accompanied by his wife and friends, caught Polack Bros.' Circus in Eugene. Following the Sunday matinee, April 28, he showed circus moving pictures to several of the performers. The shots were of the Ringling-Barnum show of 1939, Barnes of 1938 and circus acts at the fair in San Francisco last year.

On May 3 Mr. and Mrs. Walter M. Buckingham, accompanied by Mr. and Mrs. Charles M. Olsen, attended the Knights of Columbus Circus in New Haven, Conn., presented by Frank Wirth. Mr. and Mrs. L. P. Raymond and Mr. and Mrs. Randall W. Palmer also were present.

Bruce M. Souter, CFA of New Hartford, N. Y., reports that Ringling-Barnum is booked for Utica on July 2 and the Hamid-Morton Circus for Ziyara Temple Shrine week of June 24.

* * *

A party from Rochelle, Ill., attended the Greater Olympia Circus in Chicago on the closing day, May 5. Those enjoying an excellent performance were Mr. and Mrs. W. H. Hohenadel and sons (Walter and Francis), Mr. and Mrs. Fred Warning and Gene and Joe Nealon. Before and after the performance the Hohenadels visited with friends on the show.

Mr. and Mrs. Frank H. Hartless have returned to Chicago after spending the winter in Texas and California.

George H. Barlow III, Binghamton, N. Y., has returned from a six weeks' vacation in Florida. He visited Sarasota and spent several days at the Big Show's quarters. From there he went to Miami and Fort Lauderdale. He visited Clyde Beatty's Jungle Farm and renewed acquaintances with Klara Knecht, who was on the front door. On his way home he spent several days in New York and saw the Big One three times.

High Court Gives Jackson Zoo Mighty Haag Animals

JACKSON, Miss., May 11.—The Mississippi Supreme Court last Monday affirmed a county chancery court ruling giving to the Jackson municipal zoo a group of animals originally owned by the Mighty Haag Shows. The animals were shipped to the Jackson zoo in March, 1937, by Mrs. Ernest Haag, with the request that they be taken care of by I. E. Bennett, zoo superintendent.

The city was to transport the animals from Montgomery and use them for display at the zoo until Mrs. Haag authorized someone to pick them up. A Florida bank went into court last year to seize the animals to cover a $3,700 note and was denied. The city then went into court itself and was successful in foreclosing for the board bill. The group included a chacma, sphinx, jackal, wart hog, wallaby, four rhesus monkeys, a lion and a tiger.

Numerous Animals at Goebel's

LOS ANGELES, May 11.—Goebel's Lion Farm at Thousand Oaks has grown o very large proportions. Louis Goebel tated he had 110 cats, 16 camels, 19 elehants, 17 of these being the property of the Ringling-Barnum circus; eight zebras, numerous species of deer, monkeys, African wild boars; 9 seals, these being the Winston seals. There is also a new aviary. Sunday afternoon shows are being given since Mabel Stark left for the Benson Wild Animal Farm at Nashua, N. H. The cat acts are worked by Louis Roth, Eddie Trees and assistants; the elephants by George Emerson, Cheerful Gardner and Joe Hurley. Practically all the Hagenbeck-Wallace wagons have been bought by Goebel.

North Weds; to Sarasota

PHILADELPHIA, May 11.—John Ringling North, president of the Ringling-arnum circus, and Germaine Aussey, ch film star, were married here to-y Judge Perry and left for Sarasota, o visit Mrs. Ida Ringling North, other. Henry Ringling North, r of the groom, was best man.

Barton First Circus in Ruffin, N. C., in 46 Years

RUFFIN, N. C., May 11.—Barton's Society Circus was here May 3 and, altho the weather was chilly in the afternoon and almost freezing at night, had two good houses. Show was under auspices of local high school.

Due to this being the first circus in Ruffin in 46 years—the last one here was Teets Bros. in 1894—many people attended both afternoon and night shows. Some 800 children were present at the special school matinee. Show was booked here by Rex M. Ingham, former circus agent and now a deputy sheriff of this county.

The show is spick and span and is under management of Tex Rose, of radio fame. Program, which runs 1 hour and 45 minutes, has 20 circus and clown numbers. Rose does a wire act, table balancing, roping number and several other novelty numbers. Program is under the direction of George Barton. Mlle. Margurette does a very good single trap act and descending web, also principal bareback riding number. Mrs. Reno McCrea does a nice contortion act, also swinging ladder; Billy Barton, 13, nephew of George Barton, a cloudswing that stops the show. The Barton bareback act, five people, is featured.

Show came here from Draper, N. C., then departed to a spot in Pennsylvania.

Visitors were Mr. and Mrs. Rex M. Ingham, Bryan and Billie Woods, Mrs. Victor Lee and a number of folks from the Barney Tassel Show.

Sixth Year for H-M In Montreal; Opens Big

MONTREAL, May 11.—The Hamid-Morton Circus, featuring Clyde Beatty's wild animal act, opened at the Forum here May 4 and continued until today. Show was under the Karnak Shriners, with William Wray as chairman. It was the sixth year for the circus here. Program was under the direction of Bob Morton, assisted by Len Humphries.

Opening matinee was a turnaway, more than 11,000 witnessing the show. Advance sale for the run was big.

The press was handled by Henry Moss and Art Deutsch. Radio tie-up included spots announced by Cliff Butler, local sports commentator. Beatty, Morton and Joe Basile guested on the program. Henry M. Robinson was in charge of promotion work, assisted by Dan Pierce. Jack Shaw was in charge of rigging and props. George A. Hamid and wife, Mrs. Morton, Napoleon Cote and Rex Billings, manager of Belmont Park, this city, were visitors.

The program, in order, follows:

Concert overture by Madison Square Garden Band, Joe Basile, conductor. Tournament. Florenz Trio, Kinko and Five Harlequins. Mrs. Clyde Beatty, riding tiger. George Hanneford Jr. and Doris Hanneford, principal bareback riding. Jean Evans and Esma Wilson, muscle grinds and web, and Young Orton, chair balance. Ernie Wiswell's Funny Ford. Clyde Beatty, mixed wild animals. Clowns. Four Queens and an Ace. Torelli's Dog and Pony Circus. Arlen and Arlen, Jeanette and Fred, double traps. Billy Pape and Company, perch. George Hanneford Family and Joe Hodgini and Company, comedy bareback riding. Captain Tiebor's seals. Helen Reynolds and skaters. Aerial Ortons, Conchita, Orton Sisters, iron jaw, and Ginger Queens, slide-for-life. Clown walkaround. Indian riding acts and Jean Evans and her elephants. Charles Young and Company, clown camel and unridable mule. Demnati Troupe, tumblers. Flying Comets and Flying Valentines.

Bob Morton directed the show.

At conclusion of the engagement Morton, Beatty and most of the executive staff went to Trenton, N. J., to ready the H-M outdoor show.

Cole, R-B for Erie, Pa.

ERIE, Pa., May 11.—This city will have two and possibly three circuses this season. The first will be Cole Bros. on Decoration Day. Ringling-Barnum will be here on July 6. There is a possibility that Zem Zem Temple, Shrine, may bring the Hamid-Morton Circus to Erie later in the season.

J. B. SWAFFORD, formally a circus agent, has joined the De Luxe Amusements as general agent. He and Mrs. Swafford celebrated their 47th wedding anniversary April 24 in Rockville, Conn.

Circus Saints and Sinners' Club

By FRED P. PITZER

(National Secretary)

NEW YORK, May 11.—*Flying Rings*, tent paper of the Lillian Leitzel Tent, is at hand. From it we learn that the fall guy initiated on May 6 was Raymond J. Brennan. The 18-page folder is crowded with pictures and the circusy layout certainly gives it atmosphere. This tent is growing rapidly and its initiations are the talk of Bradford, Pa. Ed Bitner's Blatant Brass Blowers furnished the music and Casey's Cozy Cocktailery was the place. The big event is to take place on June 13 when the tent's "Mighty Watson Show" will play day and date with the Ringling-Barnum circus and when Al Court, the famous animal poser, will be the fall guy.

There are now 33 members in the Hugh B. Sproul Tent and they are all live wires, red-blooded, circus-carnival loving citizens of Staunton, Va. Here they are: Dr. W. E. Armstrong, Curtis P. Bowman, Charles K. Brown, George A. Cottrell, E. Russell Cover, John D. Crowle Jr., M. O. Culpepper, Frank S. Driver, Augustus N. Dull, Dr. Guy R. Fisher, Dr. S. H. Garst, W. L. Hall, Joseph E. Healy, Dr. Thomas H. Hogshead, R. C. Jennings, A. V. Keeley, W. O. Kivlighan, R. N. Lineweaver Jr., Robert W. McWilliams, H. W. McNair, S. E. Matthews, William S. Moffet Jr., John R. Payne III, Dr. James B. Pettis, Major S. S. Pitcher, Charles B. Ralston, J. E. Runnels Sr., Major William H. Steele, S. Tate Sterrett, Dr. Howard E. Topping, Lyle G. Weller, John V. Wise, H. C. Loyd.

* * *

Nice letter from Walter M. Buckingham, secretary-treasurer of the CFA, and we're glad to learn that he is settling comfortably at Gales Ferry, Conn., and that his illness is conquerable. Walter is a fine fellow and loves the circus. A letter from Ralf Kircher inquires about the formation of a CSSCA tent in Dayton, O. That makes the fourth inquiry within the month covering the four points of the compass. Sorry to learn of the illness of Sinner Ollie Oliphant's wife.

Long note from Betty Leonard, of Wichita, Kan. Among other things she writes: "I enjoy your column in *The Billboard* as I count a lot of the people you write about among my friends. I have been in show business for 20 years. Had an enjoyable visit at the Bud E. Anderson Circus, a nice-looking show. Carries eight elephants, five camels, 12 head of horses, 14 ponies and has a baby elephant broken to ride a bicycle. He parades each day at noon with it and the remainder of the animals and the band. Had a very good crowd night of April 18 despite the cold weather."

This seems to be hearing-from-old-friends week, for we hear, too, from Senator Harry Hertzberg, a man who has built up a wonderful collection of circusiana. He has enough material now to build a typical encyclopedia of this form of entertainment.

The W. W. Workman Tent flooded Richmond, Va., with circulars for the big shindig which was held on May 3 at the auditorium of the General Outdoor Advertising Co., Petersburg pike. It was very successful, thanks to Sinners Bill Barrett, Joe Black, Billy Burk, Bill Chapman, Wheat Duke, Ed Knott, Leonard Moore, Colonel O'Grady, Cliff Smith, Fritz Sitterding, Penny Wright, Bill Homburg and Charley Somma.

R-B Labor Conditions Under Investigation

WASHINGTON, May 11. — Working conditions with the Ringling Bros. and Barnum and Bailey Circus are being investigated by representatives of the U. S. Department of Labor, Wage and Hour Division, it was admitted today by officials of that division. It was asserted by spokesmen for that agency that the government was acting on complaint that the show was violating provisions of the Wage and Hour Act.

The exact nature of these violations was not revealed, but it was pointed out that should evidence support complaints, the department would make public the results of its investigation. A possibility was held out that this report may be available on May 13, but it was admitted that chances were slim for information at such an early date. It was held probable that the case would await arrival of the show in Washington on May 16 for a three-day stay, when government men could meet with the show officials.

Adel Bros.' Miniature Circus Debuts in Omaha

OMAHA, May 11.—Adel Bros.' Miniature Circus appeared in the Brandeis store here under auspices of *The World-Herald* milk fund from April 24 to May 1 for its first public showing. It is intended to make an exhibition tour of the country.

The circus is the work of Robert Krueger, 27, of this city, and required 2½ years to build. Motorized, it arrives in 53 large trucks and also has 43 wagons (cages and tableau). It is scaled one-half inch to the foot and is complete in every detail.

Two stake trucks loaded with all necessary little stakes and stake drivers complete with motors arrive first, followed by two pole trucks, then canvas, props, stock, animals, etc., each truck holding just the articles in proportionate size that a large show would have.

It takes eight hours to set up and five hours to take down. It is 8 feet wide and 56 feet long and is placed on seven tables of that size. The show is not mechanical.

Wirth's New Haven Date Better Than Last Year

NEW HAVEN, Conn., May 11. — The Knights of Columbus presented the Frank Wirth Circus at the New Haven Arena, week of April 29, and it proved a bigger success than that of last year.

It is estimated that there was an increased attendance of 6,700 people. Sellouts took place Thursday and Saturday afternoons. A number of Circus Fans visited the show Friday night. During the performance Saturday afternoon contracts were given to Wirth for a return engagement in 1941.

FOR SALE

One Trained and Gentle ELEPHANT

One Extra-Large Young BENGAL TIGER

Also Male and Female LIONS

Write or Wire to

CLYDE BEATTY'S JUNGLE ZOO

FT. LAUDERDALE, FLORIDA

ELEPHANTS FOR SALE

Six Elephants including the original Coca-Cola Act, including all props and two Elephant Trucks.

A. W. KENNARD

2601 Travis St., Houston, Texas.

WANT MUSICIANS

Must be union with paid-up cards. Can place Frozen Custard and Mug Joint. Want feature Big Show Act. Other useful people, write. Musicians, address:

EDDIE WOECKENER

Others:

RUSSELL BROS.' CIRCUS

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BUD E. ANDERSON CIRCUS

Wants Boss Canvasman and Workingmen in All Departments.

Want Baritone for Big Show Band.

Belle Fourche May 24; Sturgis 25; Deadwood 26; all South Dakota.

WANT

To join on wire, White Musicians for MILLS BROS.' CIRCUS. Cornet, Trombone, Bass, other Musicians, write. Salary, $12. Circus Mechanic with tools, Banner Man. Useful People in all lines, write. May 14, Bernie; 15, Peach Orchard; 16, Campbell; 17, Malden; all Missouri.

TIGHTS

OPERA HOSE

KOHAN MFG. CO. 290 Taaffe Pl., Brooklyn, N. Y.

Under the Marquee

By CIRCUS SOLLY

CLIFF McDOUGALL is doing press work on the Coast for *The Lone Life of Dorian Gray*, stage play.

* * *

LEROY JONES cards that he and the colored band left Mills Bros.' Circus in Arkansas.

* * *

J. PAUL ASHBROOK, of Campbellsville, Ky., saw Cole Bros.' Circus in Louisville and enjoyed the performance.

* * *

EDDIE WOECKENER, band leader, joined Russell Bros.' Circus at Ashland, O., May 12.

* * *

BERT LEO, veteran clown, is still advertising around Youngstown, O. He has painted his rigs and made new trappings for his pony.

* * *

JIMMY HURTT, former circus cornet player, is now band leader and teacher at the Thomasboro High School, near Charlotte, N. C.

* * *

HOWARD BRUCE, former circus owner, heads the Badger Coach Co. at Evansville, Wis. He operated a one-ring circus from 1913 to 1929.

* * *

FLYING VALENTINOS, with all-girl flyers, who were at the St. Louis Police Circus and the Shrine Circus in Montreal, will play parks and fairs this summer.

* * *

E. W. ADAMS has joined Ringling-Barnum and is working for Fred Smythe, side show manager. Adams was formerly with the Cole show.

* * *

RUDY RUDYNOFF, following an engagement at the St. Louis Police Circus, is back at the Lone Pine Riding Stables in Detroit.

* * *

BELL BROS.' SHOW, transported on six trucks, is playing one-day stands. Big top is a 50 with two 30s. Program includes dogs, ponies, monkeys and clowns.

* * *

GEORGIANA GALES and Miss W. Bouen, billed as the Queens, are again with Cole Bros.' Circus, their fourth season with the show.

* * *

BUSTER AND HELEN HAYES, who have their pit show on Mills Bros.' Circus, are featuring Savage Congo Sheephead Man, with Bertha-Bert in Annex.

* * *

FIRST CIRCUS LICENSE ever issued in Cass County, Illinois, was in September, 1838, to Benshly & Stone for one week, with a fee of $10, according to data in old Cass County files.

* * *

BOB MURPHY informs that Lewis Bros.' Circus, at its first road stand, Ann Arbor, Mich., May 1, encountered snow, rain, hail and sleet but did fair business. Side show did not open.

* * *

RALPH HORNER joined Bell Bros.' Circus at Rushmere, Va., with his ball game, and is also doing magic in the concert. He worked schools in Georgia and Alabama last winter.

* * *

JOHN C. GRAHAM JR., of Butler, Pa., whose father is counsel for circuses playing in Pennsylvania, is now assistant casting director for a New York movie concern.

* * *

VAN WELLS, clown, who played the Greater Olympia Circus in Chicago, was called home (Evansville, Ind.) by the serious illness of his mother. He regrets that he had to cancel dates with Flash Williams.

* * *

RUSSELL BROS.' Circus was in Connersville, Ind., May 9, and Lewis Bros. the following day. Harry V. Winslow, on press staff of the Lewis show, reports that Lewis had a capacity house at the matinee and strawed them at night.

* * *

MARION WALLICK closed his dancing school at Dover, O., April 25. Mrs. Jean Sullivan, former partner of Wallick, joined her new partner, Jimmy O'Conner, elephant trainer with Ringling-Barnum.

* * *

AT A MEETING of the Portland (Me.) Elks' committee last week a contract for the Elks' Circus was again awarded to Frank Wirth, who will produce his show in the Auditorium. This will be his third consecutive year in Portland.

* * *

THE TURNERS, Philadelphia group captained by Fred Miller, giving an exhibition on flying rings, was the highlight of the eighth annual Bringem and Barnone Circus sponsored by the Camden (N. J.) YMCA May 4.

* * *

DICK CAVANAUGH, owner of the independent billposting plant at Columbus, O., visited Doc Waddell, of the Ohio Masonic Home, and Verne Williams and his billposters on Cole Bros.' Advertising Car No. 1 at Springfield, O. The Cole show will be in Springfield May 19.

* * *

KARL ANNON, formerly with Silver Bros.' Circus, now connected with a theater in Parkersburg, W. Va., reports Wallace Bros.' Circus had nice business there, weather being ideal. He renewed acquaintances with Charles La Bird, Texas Ted Lewis and others.

* * *

WILLARD J. OAKLEY writes from Providence that he caught the Johnny J. Jones Exposition in Savannah, Ga.; James E. Strates Shows in Baltimore, Endy Bros. and World of Mirth shows in Philadelphia and the Ringling show in New York and Boston.

* * *

WHEN Wallace Bros.' Circus played East Liverpool, O., May 6, Lee Powell, Baron Nowak and several clowns visited the City Hospital and gave a special show for the "shut-in" children. *The East Liverpool Review* came thru with a nice story on the visit.

* * *

THE WHITESIDE Troupe attended Russell Bros.' Circus at Logansport, Ind., and met George Valentino and Terrell and Dolly Jacobs, who also were visitors. The Whitesides also saw their old friends, the Ruben Ray Family, with the show. Lois Whiteside is not with the troupe.

* * *

GLEN Z. WAGNER, of Dover, O., circus fan and vice-president of the Charles Siegrist Showmen's Club, and Nick Hinig, also of that city, visited with O. C. Cox and other officials of Wallace Bros.' Circus at Sewickley, Pa., May 4. Wagner reported cold weather hurt business there.

* * *

ERCELL C. MAIDEN, chief operator at the Fischer Theater, Danville, Ill., pens that Russell Bros.' Circus was in that city on May 5 on the new lot at the fair grounds. Business extra good, weather perfect. The old lot has been sold to the government for housing facilities.

* * *

MAJOR ROLL HYDE, veteran drummer, recently visited his home town, Greenville, O., after several years' absence. He has been drumming since a boy. Was formerly with Barnum & Bailey, Forepaugh-Sells and Ringling Bros.' circuses, Al G. Field Minstrels and a number of small shows. He joined the Gooding Shows at Fairmont, W. Va., recently.

* * *

FRED HARPER will operate this season as a free attraction the same as before. He states that in the recent fire at his winter quarters, Lincoln, Neb., all equipment was saved. He will work his troupe of trained coach dogs and comedy bucking mule, and plans to break in a new Liberty act as soon as possible.

* * *

REX M. INGHAM cards that Frances Lindy, German shepherd dog owned by Mrs. L. L. Ingham, of Arlington, Va., won several prizes and ribbons at the recent National Capital Dog Show in Washington. The animal, which was born on Barton Bros.' Circus in 1926, has been exhibited at the major dog shows.

* * *

NINE PROTEGES of Billy Schultz left Manitowoc, Wis., early in May to join Cole Bros.' Circus. They were Jack Krumdick, George Haese, Bobby Maurer, Johnny Armstrong, Deloris Wensing, Winifred Franz, Violet Herman, Leslie Brodkorb and Anita Fidler. Elaine Griebling and Josephine Junk left the same time to join the Bonella Troupe at Jeffersonville, Ind.

* * *

NORMAN CARROLL will arrive in Dover, O., from Oklahoma City soon to join the Marion Wallick entertainers, who will have the Home on the Range Show with the J. R. Edwards Shows this season, reports Mrs. R. H. Harris. Carroll has been with Russell Bros.' Circus the past three years. The past winter he managed a dancing school and produced shows in and around Oklahoma City.

* * *

AFTER PLAYING 10 weeks of indoor circus dates for Orrin Davenport, Dorothy Pressley and Chester (Bobo) Barnett, clowns, played one week for Rink Wright in Omaha, two weeks for Frank Wirth and two weeks for Hamid-Morton. They closed with H-M May 11. They have one more indoor circus date (Winnipeg), which will make a total of 16 weeks this winter. They had a two-week layoff during that time, but filled in at night clubs. If they do not go with a circus this summer, they will play night clubs with their combination dog, juggling and dance act.

* * *

DEATH of Herbert Arthur Hague, well-known Pittsburgh circus fan, is mourned

(See Under the Marquee on opp. page)

NATIONAL SHOWMEN'S ASSOCIATION

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Fastest Growing Organization in Show Business.

BENEVOLENT PROTECTIVE—SOCIAL

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—Be Safe Than Sorry—

In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Contracts."

Dressing Room Gossip

COLE BROS.—Opening day at Rochester, Ind., was the coldest the writer has ever seen for an inaugural. There was a half-inch of snow on all the tents. Among visitors in Cincinnati were John Robinson IV and his mother, Bill Blomberg and Billy Senior. Dr. Huebener gave a party in Cincinnati and among guests were the Loyal-Repenski family, Mr. and Mrs. Otto Griebling and Mr. and Mrs. Freddie Freeman. Horace Laird and Jack Klippel joined the show in Cincinnati May 6 after playing the Greater Olympia Circus in Chicago.

As I look around the dressing room, I see many new faces this year on the men's side—the Escalantes, Gasca Brothers, Savoy and Florence troupes (both Repenskis) and the Brock Troupe. Miss America walkaround is going over with a bang—Oscar Lowande, please note. Grover Nitchman was visited at Lexington, Ky., by his brother Raymond, and he, Horace Laird, Harold Hall and Grover really had a party. The clowns entertained the crippled kiddies at the Shriners' hospital in Lexington. After the show the clowns were invited to Rogers Restaurant and also had a motor ride thru the Bradley Stock Farms.

FREDDIE FREEMAN.

Wirth's Circus, Revue At Newark Big Success

NEWARK, N. J., May 11.—The circus and revue which was produced at the Newark Armory by Frank Wirth for one day recently proved a big success. Three performances were given, 10 a.m., 2:30 p.m. and 8:30 p.m.

The Cheer Up Revue was presented and included Ben Yost's Varsity Eight, Jules and Clifton, Snyder's Bears, Laddie Lamont, Hip Raymond, Dobas Troupe, Neiss Troupe, Lady Barbara's Comedy Animal Circus, the Lockwells and Roy Barrett and Abe Goldstein, clowns. Whitey Roberts was emsee.

The Hospital Committee contracted the show.

The Corral

By ROWDY WADDY

BEA KIRNAN, rodeo performer, and wife of the late Tommy Kirnan, trick roper, recently opened a cafe in Fort Worth, Tex. Until recently she was wardrobe mistress for Paul Whiteman's Band. Other rodeo performers already operating night clubs and cafes in Fort Worth are Rube Roberts and Louis Tindall.

* * *

TAD LUCAS, trick rider, returned to her home near Fort Worth, Tex., after taking part in the Royal Easter Show, Sydney, Australia. She added a tray of native Australian wood, ornamented with a silver map of Australia, to her collection of prizes she has won in the United States. She is said to have one of the largest collections of cowgirl prizes.

* * *

DON PERRIN was again appointed manager of the rodeo to be held in conjunction with Swift Current (Sask.) Dominion Day celebration. A new timing policy for the rodeo will be adopted this year so that all events will be over by 4:30 p.m. Charlie Powley is rodeo committee chairman of the Kinetic Club, sponsor.

* * *

FIVE RODEO performances are scheduled for the national convention of the Reserve Officers' Association in Oklahoma City next month. Association is sponsoring the event, which is to be held at Oklahoma State fairgrounds. Present plans call for two-day go-rounds and a night final.

* * *

JERRY LEE, business manager of the Bar M Ranch Rodeo, says unit, which opened at McKinzie Dude Ranch, Williamsport, Ind., on May 12, will show there each Sunday until June 2.

* * *

WESTERN RODEO Association, Inc., a newly formed organization with headquarters in Omaha, has the following officers: W. H. Peters, president; John A. Stryker, vice-president and managing director, and Otto G. Mavis, secretary-treasurer.

* * *

SECOND ANNUAL rodeo to be held this summer at Thayer, Mo., under Thayer Community Club auspices, recently joined the Rodeo Association of America and Southwest Rodeo Association, according to W. Lewis Lindley. Homer Todd, of Ft. Smith, Ark., will furnish 100 head of stock and the white horses for the quadrille. Contracted to date are Chester Beyers, trick roping; Alice Sisty, Roman jumping, trick and bronk riding and quadrille. Logan Jarnigan will handle the publicity.

* * *

THREE-DAY POSTSCRIPT performances, set for reopening May 5, were announced following the original five-day Louisiana State Fair Association first annual rodeo, which ended in Shreveport

(See CORRAL on opposite page)

Philly Rodeo Gross Is Record Breaker

PHILADELPHIA, May 11.—First Annual Championship Rodeo in the Arena here, under Arena Co. auspices and directed by Pete Tyrell, closed tonight after nine performances (six nights and three matinees) to record-breaking business. Total paid admissions were 35,295, net gross receipts $21,543.11. Gross at last rodeo (1935) was only $3,294 with same show. Gene Autry proved an outstanding attraction. Three night shows were turnaways.

Features in addition to Autry included Ted Allen, horseshoe pitcher; Chip Morris and educated range horse, Black Fox; Curley McCall, tandem jumping horses; Junior Eskew and Buddy Mefford, trick and fancy roping; cowgirls' bronk riding exhibition; mounted basket ball game; Roscoe Armstrong and Co., bucking Ford and burlesque bullfight. Contest events included Brahma steer riding, bronk riding, calf roping and steery bulldogging.

Officials included Col. James Eskew, arena director; Jim Eskew Jr., assistant director; Herbert S. Maddy, general representative, and Fog Horn Clancy, public relations director. Junior Eskew won the calf-roping contest the first night by ing his calf in 16.4 seconds. Bulldog went to Bill Parks, who threw his ste 4.6 seconds. Music was provided by Oneida's All-Indian Band from Wisc

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

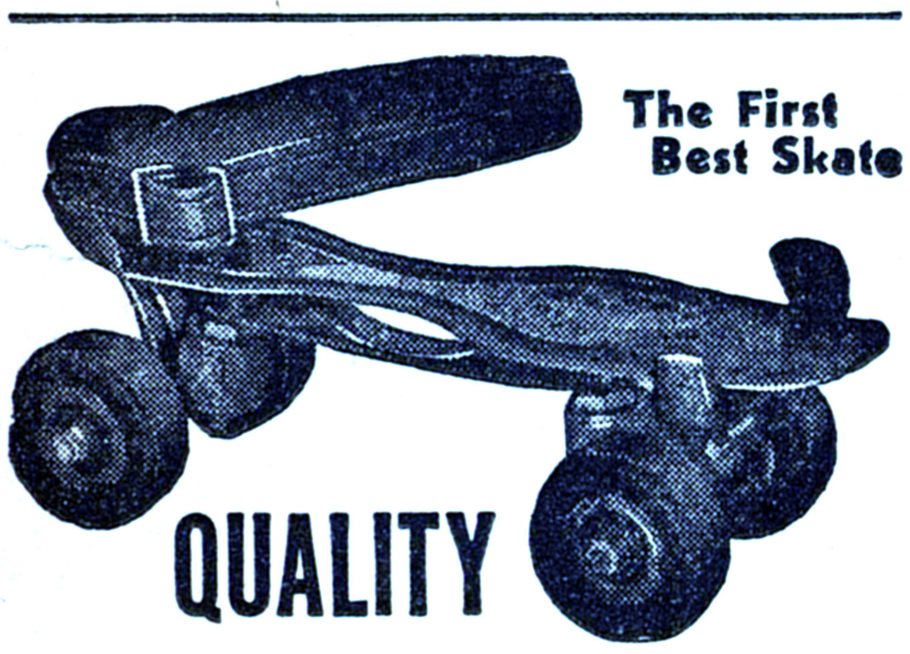
ROLLER skating is due to garner a bumper crop of publicity on May 18, when a Paramount News film will be made in Rockefeller Center, New York, of United States amateur roller skating champions. Film will be made under direction of Earl Van Horn, of Mineola (L. I.) Rink, and has been sanctioned by Roller Skating Rink Operators' Association of the United States. Dorothy Kolb and William Opatrny, United States pair-skating champions of H. D. Ruhlman's Lexington Rink, Pittsburgh, will participate with some Mineola champions and members of the figure skating club. Mineola's Walter Bickmeyer Jr., United States amateur junior figure skating champion, was scheduled to make a radio appearance on May 4 on a Coast-to-Coast hook-up over NBC Red network from WEAF on the Bright Idea Club program. Lois Goeller, United States amateur junior figure skating champion of Mineola, will be heard on the same program at a later date.

* * *

NEW roller rink to cost about $150,000 is under construction in Lancaster, O. Structure will be 75 by 100 feet and will also house storerooms. It is expected to be ready for operation by early summer.

* * *

CARL F. TRIPPE is operating three roller rinks in St. Louis. Two are under canvas in Sylvan Beach Park and in Westlake Park, the third being in a permanent building in Chain of Rocks Parkside Amusement Park. New floors of white maple have been installed in each rink, 50 by 150 feet. Trippe is owner and manager of Ideal Novelty Co., St. Louis, and entered the roller-skating field during the past year.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The Best Skate Today

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OMAHA HOCKEY FIBRE RINK SKATE WHEELS
FITS EVERY MAKE OF RINK SKATES
Only $1 Per Set (8)
MAPLE WHEELS 75c Per Set | BALL BEARINGS $1.25 Per 1,000
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SUMMER RINKS!
You will introduce roller skating to a host of new patrons. Sell them healthy recreation and make them new fans. No. 321 DUSTLESS FLOOR DRESSING cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. $4.00 per gal., $3.75 per gal. in 5 gal. containers. 4 gal. approved compressed air Sprayer, $7.25. Terms: F. O. B. Everett, 25% with order, balance C. O. D.
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TRAMILL SELF-LOCKING SECTIONAL FLOORS
have consumed over one million feet of maple. They are used in some of the finest buildings in the U. S., as well as under tents. Enclose 10 cents for information on floors and special rink tents.
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ROLLER RINK WANTED
...lent location for entire season. Only amuse... park in this area. Many thousands to draw ... Address: HELVETIA SHARPSHOOTERS' ...ETY, Owners, Lindendale Park, Highland, Ill.

EAST Market Gardens Ballroom, Akron, has been converted into a roller rink. Opening was set for May 9. Electric organ has been installed and new equipment purchased, according to C. A. Sarchet, operator.

* * *

LARGE turnout from Springfield, Mass.; Boston and Hartford and New Haven, Conn., were guests at Sholes' Hillsgrove (R. I.) Country Club Roller Rink on April 27, reported Sam Sholes, proprietor. Some winning teams in the April 23 New England interstate amateur skate-dance championship at Leo Doyle's Rialto Rink, Springfield, were introduced and gave demonstrations. Plans are being formed by some New England operators to stage an annual New England speed and skate-dance championship.

* * *

BENEFIT nights for the Roller Skating Rink Operators' Association of the United States were slated for Victor J. Brown's Hiway Arena Rink, Union, N. J., on May 6 and Recreation Center Rink, Paterson, N. J., on May 7, with a group of Mineola, L. I., skaters giving demonstrations.

* * *

AVON Park Roller Rink, near Girard, O., has opened for summer under management of Tommy Johnson. New maple floor and equipment has been installed. Sessions will be held nightly, with matinees on Sundays. Sessions for women will be featured on Saturday and Sunday nights.

* * *

AL HEADLEY JR., manager of Wal-Cliffe Rollerdrome, Elmont, L. I., reported a Mohawk waltz contest was staged in the rink on May 1. Evelyn Kelly and Dan Boldrin won first-place award of gold medals with 43.4 points; Connie Donovan and Charles Dombo, silver medals, 39.9, and Doris Oesterle and Milton Woll, bronze medals, 38.5.

* * *

WHILE playing a theater in Butler, Pa., Earls of Whirl, Jack and Dorothy Earl, report they visited a local rink and found a good crowd of regular patrons in addition to a large party in progress. Interest of the majority centered on dance steps, tho some were also proficient at figure skating.

* * *

BENEFIT party was staged in Beachland Park Roller Rink, Racine, Wis., for employees of a local store, destroyed by fire on April 6, reported Manager Reg Freeman. More than 600 taxed the floor's capacity, while about 150 spectators were admitted to the balcony. Manager Freeman said parties are booked thru June. More than 300 attended one staged by Southern Wisconsin A. & P. store clerks on May 1. Ticket sale was more than 1,000 but inclement weather kept many away. Proceeds are to be used to finance a baseball team. Entertainment program, emseed by Manager Freeman, included boxing match on skates; Beachland Whirlwinds; toe tap by Mr. and Mrs. John Billington; yodeling and guitar numbers, Neverly Nelson; comedy, Eddie Dvorak; acrobatic ballet, Jackey Quinn; skating act, Three Berdons; round waltz skating, Mr. and Mrs. Peter Nesgaard; novelty twirling, Marge Dvorak, Doris Ortell and George Pearson.

* * *

TOM BOYDSTON, operator of Lincoln (Neb.) Roller Rink, won a decision before city council granting him right of Sunday operation in his downtown location. Heretofore an obscure ordinance had been thought to read against skating, but it was found to have objected only to rinks operating during morning church services.

* * *

ROLLER rink in Alcyon Park, Pitman, N. J., will be operated this summer by management of Roll-Arena, Gloucester, N. J.

* * *

CLIFFORD DRAKE, Beverly N. J., has applied to township committee of Bridgeboro, N. J., for permission to construct a roller rink in township limits.

* * *

BAUMGART sisters recently celebrated the fourth anniversary of their operation of Sunset Park Roller Rink, Williamsport, Pa., with a party which drew a record crowd, reported Secretary Beatrice Baumgart. Victory Baumgart is rink director. Featured attraction was a revue directed by Manager Henrietta Party was climaxed with exhibition of an original buck and wing and waltz clog by the Baumgart sisters. Invitations were extended to the management to present the revue at near-by rinks. First invitation accepted was for an appearance at Nick Mekosh's new Midway Rink, Mount Carmel, Pa.

* * *

WILLIAM GRADY KEPLEY, of Badger State Shows, reported from Milwaukee that he and his brother, Jesse, spent the winter in Decatur, Ill., where they had a photo gallery in F. A. Seiler's Danceland Roller Rink on Decatur Lake. Danceland Whirling Dervishes and Danceland Roller Club make the rink headquarters. Noble Galligar is floor manager and Gene Woods is floor guard.

ATTENTION RINKS:

HYDE'S RINK ROLLER SHOES
are sold by leading dealers throughout the country. Send for samples today. 5 grades for men, women and children including professional shoes.
HYDE ATHLETIC SHOE CO., Cambridge, Mass.

CORRAL

(Continued from opposite page)

Baumgart. Show included exhibitions of precision dance steps, swinging, comedy and novelty numbers. Taking part were Jay Moore; Nurnane Twins, Marion and Katheryn, Betty Mae Miller, Margaret Baily, Larue Tyson, Barney Etters, Maxine Miller, Nelson Livermore, Bertha Jane Bohart, Mickey Brocious, Collie Seibring and Phyllis Jones. Gladys Colyer accompanied on the electric organ. April 29. The post meet was announced by fair officials, sponsors and T. E. Robertson, producer, after a torrential rain and high winds caused postponement of finals on April 28 and 29. New purses and new contests were decided upon after about $7,000 was given in awards at end of Monday's finals.

Finals: Bronk Riding, Vic Schwartz; Calf Roping, Clyde Burk; Bulldogging, Gene Ross; Wild Brahma Bull Riding, Charles Colbert, and Cowgirls' Steer Riding, Vivian White. Top-money winners were Clyde Burk, Gene Ross, Charles Colbert and Vic Schwartz. Nine others shared in the final purses as runners-up in the averages on four-day contests. They were: Bronk Riding, Eddie Curtis, Frank Finley, Texas Kidd Jr. Calf Roping, Buck Goodspeed, Jess Goodspeed, Herb Meyers. Bulldogging, James Irwin, Bruce Ross, Herb Dahl. Brahma Bull Riding, Ken Roberts; Smoky Snyder and Dale Adams split third and fourth.

Day-money winners: Bronk Riding, first go-round, Frank Finley, Eddie Curtis, Tack Bolton. Second go-round, Vic Schwartz, Tommy Wilson, Smoky Snyder. Third go-round, Frank Finley, Vic Schwartz, Texas Kidd Jr. Fourth go-round, Texas Kidd Jr., Eddie Curtis, Frank Finley. Fifth go-round, Eddie Curtis, Tack Bolton, Frank Finley. Calf Roping, first go-round, Frank Hosley, Jiggs Burk, Clyde Burk. Second go-round, Jiggs Burk, Clyde Burk, Buck Goodspeed. Third go-round, Clyde Burk, Jim Goodspeed, Jim Sanders. Fourth go-round, Clyde Burk, Clyde Brown, Jiggs Burk. Fifth go-round, Clyde Brown, Buch Echols, Leo Brannon.

Bulldogging, first go-round, Bruce Ross, Ray Martin, Bill Hedge. Second go-round, Tom Hogan, Jimmie Nesbitt, Charles Colbert. Third go-round, Carlos Green, Jim Irwin, Gene Ross. Fourth go-round, H. D. Binns, Bruce Ross, Bill Hedge. Fifth go-round, James Irwin, Gene Ross, Dick Truitt. Brahma Bull Riding, first go-round, Charles Colbert, Ken Roberts, Smoky Snyder. Second go-round, Hoyt Hefner, Ken Roberts, Charles Colbert. Third go-round, Tack Bolton, Duward Ryan, Dale Adams. Fourth and fifth go-rounds were called off.

Grant Marshall and Bryan McAllum were slightly injured, while in the girl division Mary Keen, Houston, trick rider, dislocated her shoulder; Margie Greenough sprained a wrist, and Jane Burnett, Billings, Mont., girl steer rider, suffered a pelvis fracture when thrown from a horse. Judges were Lynn Huskey and Leo Murray. C. A. Studer, secretary, Southwestern Rodeo Association, was secretary; Peggy Long and Tom Hogan, timekeepers; Eddie Curtis, arena director; Jimmie Nesbitt and John Lindsay, clowns, and Pete Adams, announcer.

UNDER THE MARQUEE

(Continued from opposite page)

by J. S. Kritchfield, of Atlanta, who learned of the death thru the deceased's sister ,Mrs. Robert A. Clark. Also surviving are brothers William E. and Frederick G. Hague.

* * *

C. S. PRIMROSE, general agent of Lewis Bros.' Circus, was in Massillon, O., May 4 and conferred with Jack Nedrow, former advance car manager, about conditions in the Eastern Ohio industrial area, which the Lewis show will soon play.

* * *

STERLING (DUKE) DRUKENBROD, Maynard (Doc) Mast, Ted Deppish and Rex McConnell, all of Canton, O.; Paul Zimmerly, of Massillon, and F. W. Work, of Akron, visited with officials of Wallace Bros.' Circus at East Liverpool, O., May 6. All are members of the Charles Siegrist Showmen's Club.

* * *

PAUL F. VAN POOL, CFA of Joplin, Mo., recently saw the Bud E. Anderson Circus and says it is one of the best motorized shows in the country. Everything is painted and everyone has nice wardrobe. He visited the Atterbury show at Sarcoxie, Mo., April 26. Atterbury has combined his show with the Hall animals. Van Pool also saw the Al G. Kelley and Miller Bros.' Circus, which opened the season at Joplin April 22 as part of the entertainment at the Joplin Fiesta. Show is nicely painted and performance very good, he declares.

* * *

EARL VARDELL, who since his retirement as an acrobat has made his home in Canton, O., and who for several years has been an athletic instructor at the Northeast YMCA in that city, recently staged a two-night circus at the Y to demonstrate what he has accomplished with the juvenile membership in the way of acrobatics. To lend circus atmosphere for the event, Vardell obtained a ring curb, props and a calliope from J. R. (Jack) Malloy. Both performances were well attended. Vardell's son and daughter, who have been developing an acrobatic routine under the tutorship of their father, proved the outstanding turn of the program.

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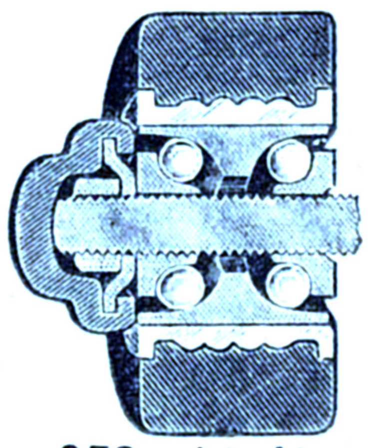
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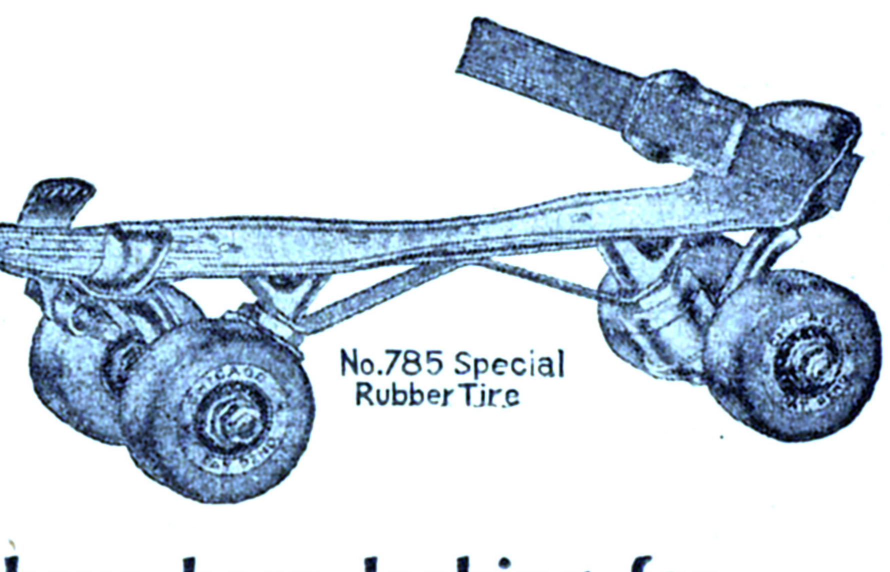

No.785 Special Rubber Tire
—Just what you have been looking for—
No. 89—Rubber Hub Cap mounted on No. 88NS "D" Washer. Can be assembled on any "CHICAGO" Skate.
See your 1940 Repair Sheet for prices
CHICAGO ROLLER SKATE CO. 4427 W. LAKE ST. CHICAGO, ILL.

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

TRADE SHOW IS SET

NAAPPB Layout For 100 Booths

Hodge praises plan for '40 park org and AREA display—drive starts in June

CHICAGO, May 11.—Ground plan for the 1940 convention's 22d Annual Trade Show sponsored by the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association has just been forwarded to all 1938-'39 exhibitors from Secretary A. R. Hodge's office, 201 North Wells Building. Set-up for the show is considered most attractive. There are about 100 booths available, occupying the two ballrooms on the 19th floor of the Hotel LaSalle, in the heart of the Loop.

"The NAAPPB and AREA are to be congratulated in obtaining such an exceptional location for their Annual Trade Show, as they will have exclusive use of the 19th floor of the hotel and in addition adequate accommodations for program sessions, meetings of the Pent House Club, pool sessions and other activities," said Secretary Hodge. "An examination of the floor plan reveals that

(See TRADE SHOW SET on page 39)

Cincy's Coney Hits Par With Preview

CINCINNATI, May 11.—First of a series of two week-end Preview Days at Coney Island here on May 4 and 5 were about on a par with the successful ones for the corresponding period of 1939, said President and General Manager Edward L. Schott.

Tho some rides and concessions operated to fair business, principal source of income is derived from operation of Moonlite Ballroom, around which Preview Days are built. With Count Basie's Orchestra in for the first week-end, about 3,300 danced on both nights. Despite extremely cool weather Saturday night, 1,900 passed thru ballroom turnstiles. Herbie Kay's Band was set for the May 11 week-end.

Ray Anderson, of Thearle-Duffield Fireworks Co., will direct "Watercade on the

(See CINCY'S CONEY on page 39)

New Arcade Burns in Tulsa

TULSA, Okla., May 11.—Fire razed an almost completed penny arcade building in Crystal City Park here on May 3 while about 1,500 dancers in Casa Loma Ballroom watched. Fencing alongside park property was damaged before the blaze was brought under control. It was believed to have been started by sanding machine equipment left in the building. Fred Mounton, park publicity director, estimated loss at $3,500. Building was being rushed to completion for the park opening today.

Chimp Theater and Turtle Rides Set for Detroit Zoo

DETROIT, May 11.—Detroit Zoological Park will reopen on May 24, said John T. Millen, director. He was injured in an auto accident last fall and is still on crutches. Construction is in progress on a new exhibit to group all Australian animals and to be finished late in the summer.

A chimpanzee theater, seating 3,000, has been built and will be ready for the park opening. A new feature will be turtle rides for children. Bus service from downtown Detroit to the zoo, 11 miles, is being planned, with the busses going into the grounds.

BRIDGEPORT, Conn.—Fireworks will mark reopening of Pleasure Beach Park here on Decoration Day. Ballroom will open for Sunday dates on May 19. Bookings have been made for daily outings from Long Island communities, with the steamer Port Jefferson running from Port Jefferson, L. I., to Bridgeport. Four new rides hape been added, and picnic groves have been enlarged to accommodate 3,000.

—Be Safe Than Sorry— In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Contracts."

Coney Luna Cards Circus, Aerial Acts

NEW YORK, May 11.—Milton Sheen, operator of Luna Park, Coney Island, now being readied under the new management for opening end of the month, will continue the Hippodrome Circus, many years an outstanding fixture of Luna operations. Hipp show, to be given in the spacious one-ring arena below a circular top, will be headed by Will Hill's elephants and ponies. Hill will be manager and announcer and has established living quarters in the park. Show will run about 40 minutes and will have five or six other acts. It's an admission attraction.

Sheen has also scheduled one high act every week as a free feature. Both are George Hamid office bookings.

Herman Blumenfeld, of the Hamid firm, announced that Con Colleano, the wire performer, and Aerial Deteros have been engaged for the daily season of Steel Pier, Atlantic City, starting end of June.

Risk Campaign Brings Success

NAAPPB insurance plan is advanced by drive in industry, declare officials

CHICAGO, May 11.—What is considered by officials as the greatest campaign ever staged by the National Association of Amusement Parks, Pools and Beaches has been completed by the office of Secretary A. R. Hodge for the purpose of acquainting the entire industry with benefits of the public liability insurance plan sponsored by the association in co-operation with the Associated Indemnity Corp.

The more than 750 operators who came under the plan during the last four

(See RISK CAMPAIGN on page 39)

Acts for Craig Beach Again

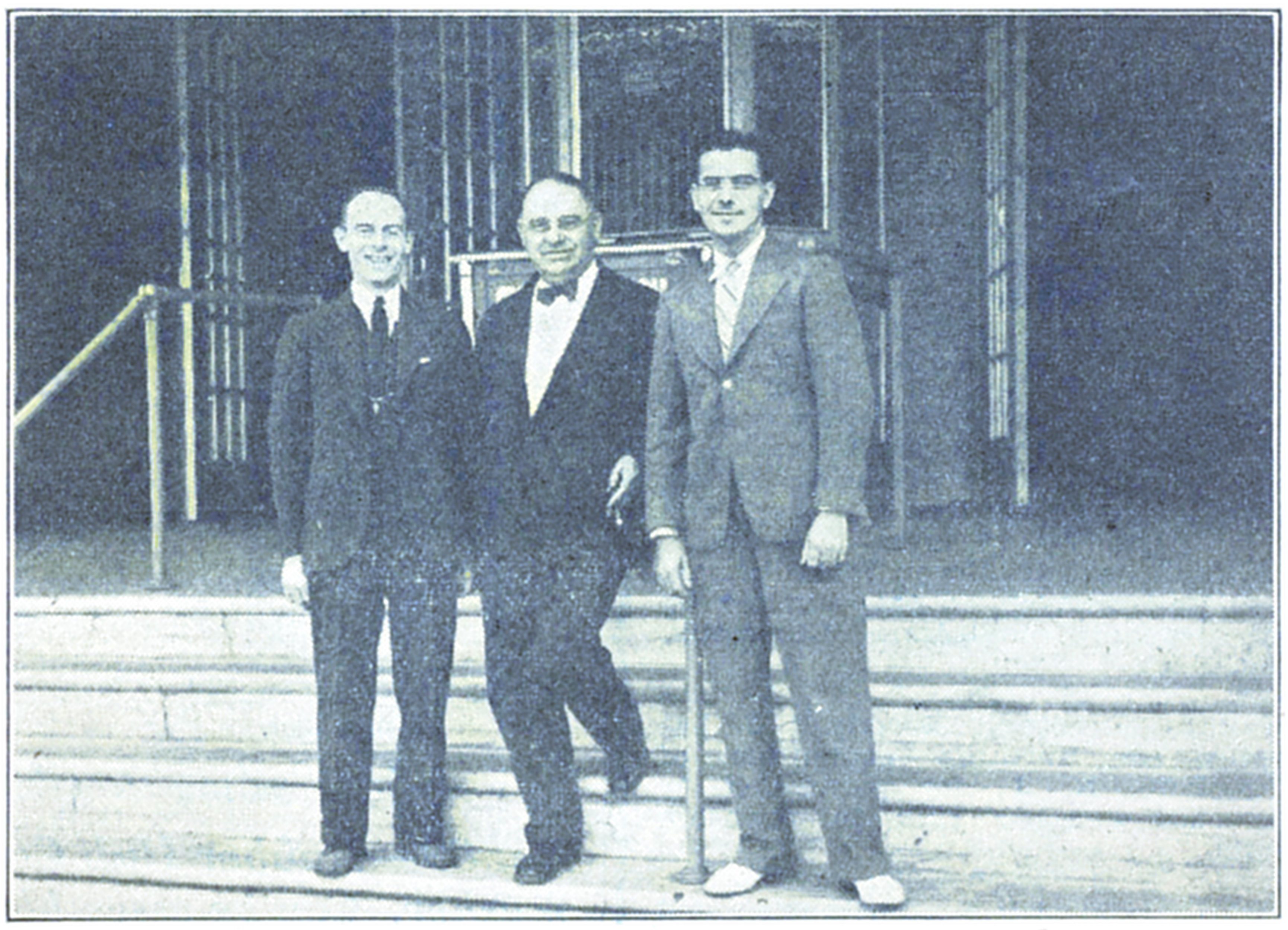
DIAMOND, O., May 11.—Craig Beach Park, owned by Craig Beach Operating Co., of which A. E. Mallory Jr. is president and A. E. Mallory Sr., managing director, will open its season on May 29. Some new construction and revamping of buildings is under way. Concessions will be added to the midway. Dance pavilion policy has not yet been set. Free acts, so successful last season, will be continued, with first scheduled to open on Decoration Day. Acts will be changed every two weeks. Band concerts on Sundays and holidays will be featured again. Spot, near Youngstown, gets a heavy week-end draw from that city.

AC Hall Gets Political Spotlight; Train-Auto Service New Biz Bid

ATLANTIC CITY, May 11.—Steel Pier set May 30 for beginning of operation on daily summer schedule, operating week-ends until then. On June 1 Convention Hall will house the Miss Atlantic City ball, first function of its kind held in conjunction with Atlantic City Beauty Pageant.

Convention Hall is becoming a political issue, Prosecutor Altman, campaigning as a candidate for the city commission, calling for a complete shake-up in personnel of Convention Hall commission "that would give representation to all interests of the city." He charged the auditorium's management represents only beachfront interests with the result that many attractions that might appeal to every element are not booked in.

With announcement that the Central Railroad of New Jersey would continue running "The Blue Comet," high speed line between here and New York, movement has started among business and show folk for a return to $1 fares for train service between the two cities, aimed at attracting World's Fair tourists. An innovation expected to bring back to Atlantic City much of its former railroad trade was put in operation this week-end with inauguration of a "train-auto" service, putting a private automobile at command of the traveler to use upon his arrival here.



WILLIAM C. HUNT (center) observes his 35th year in show business on May 15, coinciding with opening of the summer season at Wildwood, N. J., where Hunt's Amusement Enterprises, Inc., are centered. His two sons, Bud (left) and Guy (right) are associated with him, Bud being general manager of Hunt's resort theaters and Guy managing Hunt's Ocean Pier, Wildwood. Hunt started his career in May, 1905, with the Bijou Dream, Camden, N. J.

Re Susie's First Training And Handling in the U. S.

Editors of *The Billboard:*

I have read the statements made by William (Bill) Dressman in your paper dated February 10, 1940. So many people have called my attention to these statements that, in fairness to everyone concerned, I must present these facts.

I purchased Susie the Gorilla from Heinz Ruhe, president of Louis Ruhe, Inc., New York City, six months before her arrival here on the airship Graf Zeppelin from Germany.

Heinz Ruhe, Vernard McArdle, then employed by me, and I received Susie from the U. S. Customs officials on her arrival at Lakehurst, N. J., in August, 1929. I brought her immediately to my New Jersey Pet Stock Co. store in Newark, then took her to the John Wanamaker store in New York City for a few

(See SUSIE'S TRAINING on page 39)

Jantzen $70,000 Bow Magnet in Teeth of Storm

PORTLAND, Ore., May 11.—One of the worst wind and rain storms on any opening day of Jantzen Beach Park here kept day gate admissions down to almost nil on May 4. But a record 3,500 came out at night, tho the storm still raged, and paid 55 cents apiece to dance to music of Gus Arnheim's Orchestra in the ballroom, reported Paul H. Huedepohl, general manager. Park admission fee is 10 cents. Scheduled fireworks were canceled. Promotional efforts for opening included one hour's radio time divided between two stations.

Management has spent more than $70,000 on new buildings, rides and other attractions, lighting effects and remodeling. Equipment worth $18,000, supplied by Philadelphia Toboggan Co., has been installed in a new building called

(See JANTZEN'S BOW on page 39)

Rides Pick Up in Detroit

DETROIT, May 11.—Amusement parks here reported marked improvement for the third week-end of the season, with attendance stimulated by warm weather. Rides showed a good pick-up, with prospects for better business than in 1939 indicated by comparative figures from last year. Rides suffered in the first two weeks in cool weather, while inclosed concessions and other departments had better trade. Refreshment concessions are still reported below par. Joseph T. Budjack, formerly a clown with the Ringling-Barnum circus and now a silhouettist, has a new Characto-Graph machine in Eastwood Park.

$35,000 Is Primping Bill For Riverview, Des Moines

DES MOINES, May 11.—Riverview Park here will open on May 24 after more than $35,000 was spent during the winter in remodeling, Manager Irving H. Grossman announced. Among improvements is a new ballroom which will be called Riviera. It will seat 1,000 and hold more than 3,000 dancers.

Bob Richerdt is personnel and purchasing manager. Frank Ryan heads game concessions; Jim Roberts, rides, and Bob Dudley, publicity.

Death Takes James Visoky

CLEVELAND, May 11. — James E. Visoky, vice-president and general manager of Puritas Springs Park here, who died May 8 in a Cleveland hospital following a heart attack, was noted for his charitable work with underprivileged children. For years he made a practice of seeing that poor children who came to the park without money were fed and given a good time. He began his career as concessioner at the park and operated it for the past 20 years. Details in the Final Curtain.

NORRISTOWN, Pa.—Managing Director Roy Huber reported he plans to enlarge scope of Spring Mount Park near here by addition of rides and concessions. Park is situated in Perkiomen Valley and offers free bathing, boating, horseback riding, dancing, roller skating and camping facilities.

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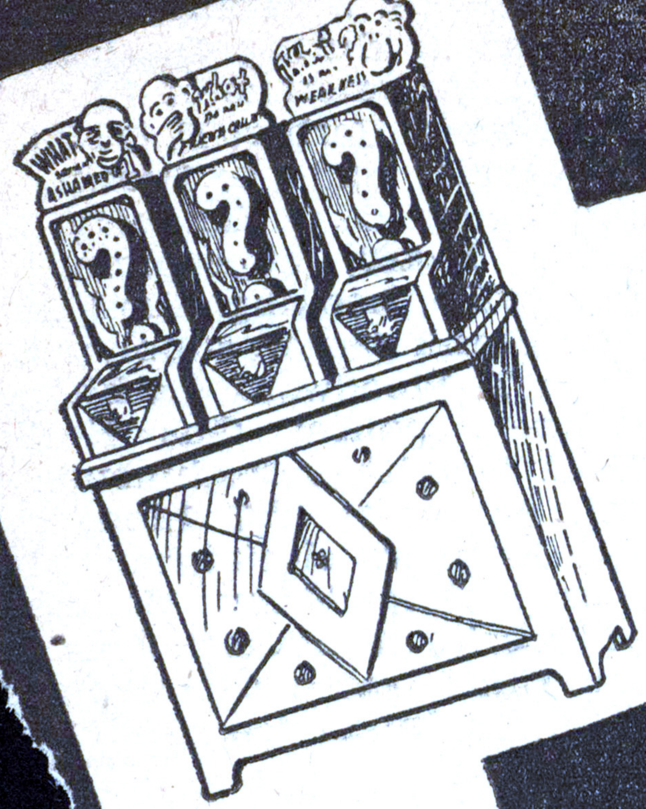
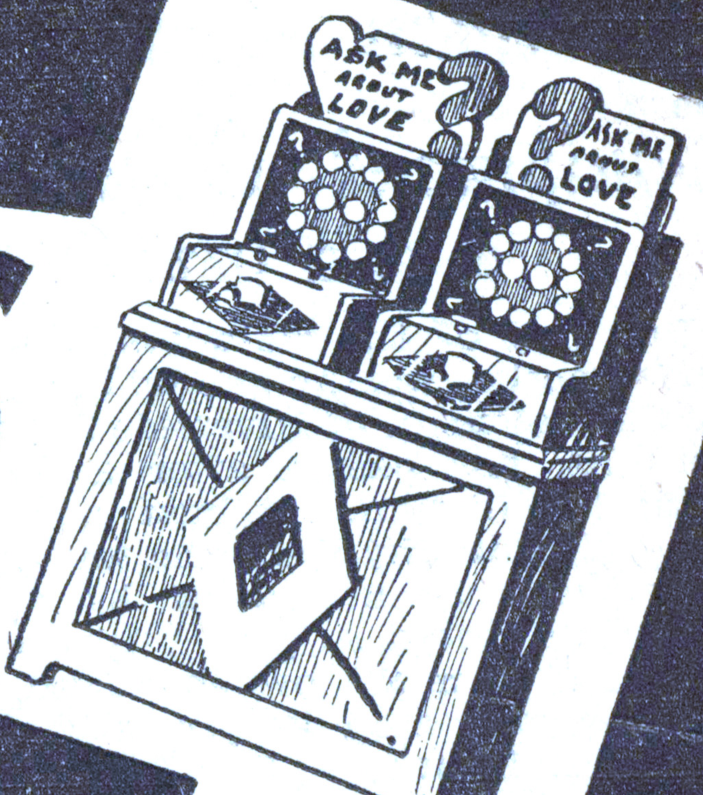

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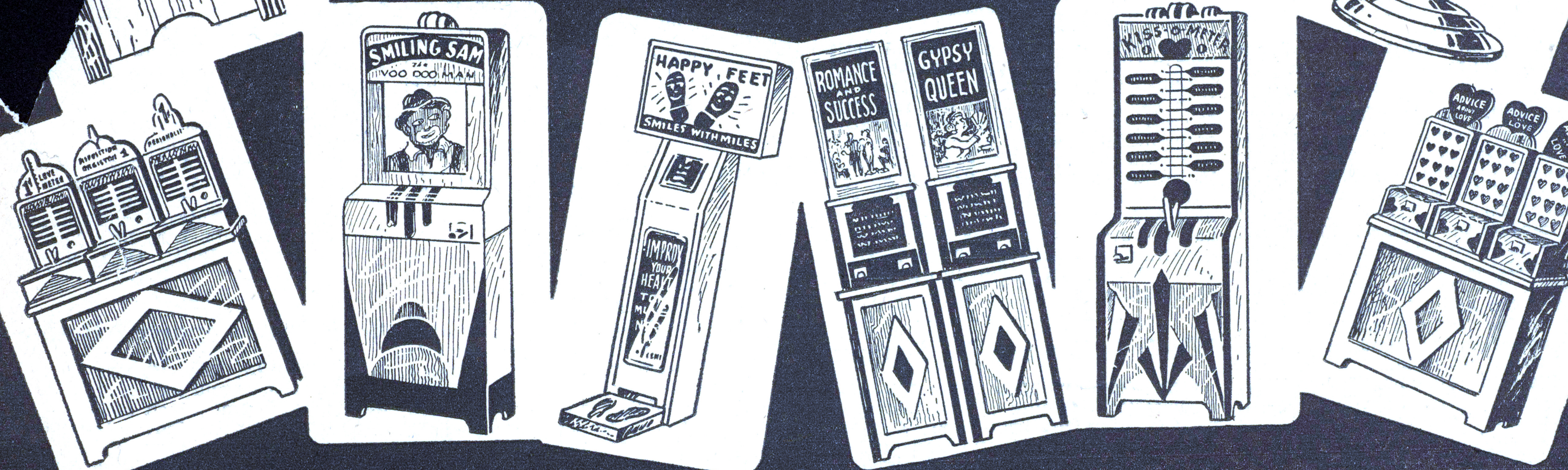

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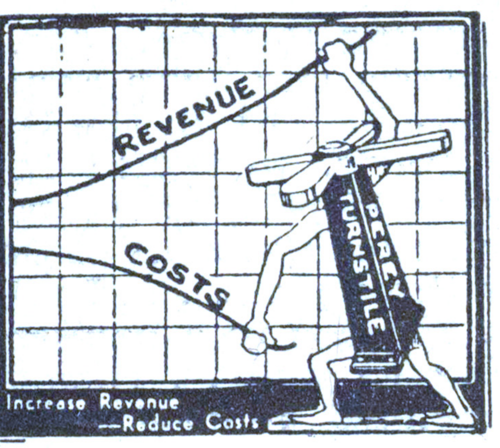

Increase Revenue —Reduce Costs

Erie, Pa., Spot To Feature Dance Hall, Name Bands

ERIE, Pa., May 11.—Manager Alex Moeller, of Waldameer Park near here, has had a crew at work in recent weeks making preparations for opening of the season on May 30.

Biggest improvement will be comple[illegible]n of Rainbow Gardens Dance Hall. It [illegible] destroyed by fire three years ago, [illegible]tly after close of the season, and [illegible]h equipment stored in the building [illegible] lost. In 1938 the site was used for an outdoor dance pavilion, but the project was not successful owing to weather conditions and a composition floor. Opening of the hall is expected to take place about June 15 in time for school picnics. Name bands and orchestras for indefinite engagements will be booked.

Opening of the Hofbrau has been set for May 24. Fritz Rathert, emsee for several years, will again be in charge of entertainment. He is now engaged in rehearsing the orchestra and singing ensembles. One or two acts will be booked for the spot each week.

Otto Marquard Takes Over Atlantic Beach Catering

NEW YORK, May 11.—Fred H. Ponty, manager of Atlantic Beach Park, Atlantic Highlands, N. J., announced from his local office that Otto Marquard has taken a lease of the restaurant and will specialize in clambakes and shore dinners.

Marquard was for many years in charge of catering at College Point, N. Y., for the Witzel interests and became owner on Witzel's death. That resort was taken over recently by a realty development company. Marquard will handle the mass dinner parties for organizations who want to combine boat and rail excursions with fetes.

Casino Opens 14th Season

FORT WORTH, Tex., May 11.—Casino Park, Lake Worth, opened for its 14th summer season on May 10 with fireworks on the lake front All boardwalk rides and other attractions are open. Miniature skeet shoot and Pretzel ride are additions. Ballroom, which was open week-ends during April, has Bill Carlsen's Orchestra for an indefinite engagement.

Sees More Jersey Spending

TRENTON, N. J., May 11.—Prediction was made this week by Rufus C. Maddux, managing director of New Jersey Council, that 1940 vacationists will spend more in the State's resorts than they have in years. He added, however, the best that can be expected is "a return to normal, the expenditure of about $175,000,000 during the summer season, with South Jersey seashore resorts reaping the greatest harvest."

CONNEAUT LAKE, Pa.—Manager T. C. Foley announced Conneaut Lake Park will open its 1940 season on May 18. Many improvements have been made and a successful season is anticipated. Several big conventions have been booked.

HURRY! HURRY! HURRY

X-RAY POKER

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MAURICE WHITEHILL
R. 1, State College, Penna.

American Recreational Equipment Association

By R. S. UZZELL

Roll call of the stalwarts this spring finds another worthy one missing. Lewis Austin Coleman, of Riverside Park, Indianapolis, has passed after a long and critical affliction. Robust and strong mentally and physically, he was gradually reduced to a shadow by arthritis. While his record in park business is enviable, it is much overshadowed by his achievements as a lawyer and his eminence in business. He once told your author that he made his living practicing law, spent his money on a farm north of Indianapolis where he raised Guernsey pure-bred cattle and hogs, and that he was interested in an amusement park as a hobby.

He was graduated from Indiana Law School in 1898 at 25 years of age. His success at the bar won him a partnership with John W. Holtzman, once mayor of Indianapolis. He was instrumental in the organization of Continental National Bank, Sterling Fire Insurance Co., Bankers' Trust Co. and other local institutions with which he became identified. As attorney for that great Coaster builder, the late Frederick Ingersoll, when Fred was building the Derby Racer in Indianapolis in 1911, he first became interested in amusement park business. At that time he met and formed a lasting friendship with John A. Miller.

Colter as Associate

It was Mr. Coleman who first conceived the plan to consolidate all the amusements between the White River and the Canal for which Riverside Park Amusement Co. was formed. It took a 35-year lease on the 20 acres. It inclosed the space but charged no admission except on special occasions. It maintained a free zoo. The administration building was one of the finest for its day. Early he saw the necessity of maintaining a clean amusement park and never once deviated from that ideal.

With his many absorbing interests he could not find time for minute park details but left the management to his efficient associate, Archie W. Colter, who remained in active management until his untimely death last year. And who would have expected the robust Colter to go first, since Mr. Coleman had been ailing for many years? It was Manager Colter who always toted square with newspaper reporters, even in case of accident, and gained national distinction thereby.

He was married on June 23, 1897, to Maggie A. Davis, of Tipton, Ind., to whom three children were born, Robert, who was graduated from Harvard Law School in 1924; Mary Alice, who was graduated from Indiana University in 1922 ,and John L., who now manages the park.

Pioneer of Old NAAP

It has been pathetic to see a man, just as he became eminently successful and the father of a fine family, stricken in the fullness of his powers and, by slow insidious progress of the malady, waste away to a skeletonic shadow. Then imagine the blow to ambition of one so active in numerous causes to be laid on the shelf while still in his prime to wait for the very slow but inevitable approach of so tragic an end. His bereaved family can well have the sweet consolation that their their loved one did so well in so many worthy undertakings and always acquitted himself with honor and a clean record. Altho often importuned to stand for public office, he steadfastly refused, so as to devote himself unstintedly to the causes nearest his heart. Well may they be proud of so spotless and distinguished a career.

He began to attend our annual meetings while we were still at the Auditorium Hotel, Chicago, where he read his first paper before one of our meetings. It was on the subject of operating amusement rides on fairgrounds for only one week each year. It showed thought in its preparation and directed our attention to the fact that another able man had entered our ranks. The family has the sympathy of our entire industry and more than ever will we be ready and willing to help John in carrying on at Riverside.

Work Is Rushed in Agawam

SPRINGFIELD, Mass., May 11.—After a successful opening of the first three units in new Riverside Park, Agawam, Edward Carroll, owner and managing director, doubled the construction staff so that all work may be complete by May 29, opening date for remainder of the park. Floor of the ballroom, one of the largest in the East, will be of grade A Michigan maple. Director Carroll announced booking of some 20 clambakes and picnics, each to have attendance exceeding 500.

Asbury Park, N. J.

By GEORGE ZUCKERMAN

Heavy schedule of conventions in this section in the coming month is expected to boost busines considerably above figure of past several years. Concessioners look forward to sharp acceleration in cash register music, especially between now and Decoration Day, when convention visitors will be heaviest. Optimism is based partly on grosses of past two weeks brought in by conventioneers.

Shuffleboard and outdoor bowling layout being completed by Meran De Merijian on a block-square site facing the boardwalk is expected to begin operation next week, entire set-up estimated to cost $15,000 presenting a marked improvement over the old combo parking lot-picnic grounds.

Newly enlarged flasher concession operated by Ike Harris and Harry Walters, which also reopens next week, will be one of the largest of its kind in this section. Eddie Slott readying his guess-your-weight scales in anticipaion of Decoration Day opening, as are Lorenzo Harris with his sand art works and Ross and Fountain with their kiddie rides and U-Drive Motorboats on Wesley Lake.

Accenting of recently opened John D. Rockefeller Memorial Highway from this section to the Philadelphia area is expected to boost visiting traffic here, since the concrete stretch cuts down running time to within 85 minutes. Old route required two hours and generally was jammed with traffic on week-ends.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

With the 1940 summer season upon us, this big Westchester spot is ready and rarin' to go. Spot had previews of pleasant Sundays beginning April 7, losing but one in the five due to weather conditions. Three were particularly bright and warm and the returns highly gratifying in crowds and cash. It seems as tho John Q. Public has taken the woolen string from the old wallet, also the safety pins from the pants pocket, and spent with all the abandon of a rube at the circus. Playland personnel and concessioners are elated, and if the preview is any criterion, 1940 will be a banner season.

Park is resplendent in fresh paint and floral displays. Chief gardener Tiff Lind has done himself proud. The two big malls at center of park are a picture, the rich greensward being flanked by multicolored pansies. Personnel is practically the same as during the last six years and most are veterans of 12 years' service. The bosses: Herbert F. O'Malley, director; R. Currier and Lee Brown, assistants to director; O. O. Lindborg, auditor; George Baker, superintendent; Harry Summerville, booking; Paul Morris, publicity; Frank Jaeger, supply; Dave Asta, parking; T. Woodward, bathhouse; Sergeant Tewey, police; Gus Hudler, cashiers; Fred Merritt, refreshments; S. Dombrowski, engineer; Tiff Lind, gardener; Dick Kuhner, electrician; Mart Medaires, carpenter; Terry Campbell, paint; Alec Roscia, restrooms; Jess Or[illegible] games; Jack Cliffe, radio commentato[illegible] Bruno Ligrini, maintenance; Bill We[illegible] secretary.

Opening free attraction in the a[illegible] beginning May 18 will be the [illegible] Comets, with a fireworks displa[illegible] same evening.

Concession and park personnel [illegible] pear in later issues of *The* [illegible] which will be obtainable at t[illegible] of Izzy (Whitey) Feurer. Ha[illegible]

More Chartered in[illegible]

ALBANY, N. Y., May 11.—[illegible] State here has issued charte[illegible] Way Casino, Inc., Manhatt[illegible] holders, Irving H. Saypol, Leo [illegible] fred H. Beck, New York. Dixo[illegible] ment Co., Inc., Manhattan; stoc[illegible] Isidore A. Seltzer, David A. B[illegible] Lewis Singer, New York. Hacola[illegible] Buffalo; stockholders, Elijah W. [illegible] Bernhart H. Holt, Martha Davis, Bu[illegible]lo.

Brooklyn Exhibition Co., Inc., New York; stockholders, Charles D. Sc[illegible]nlon, Edward J. Gedalecia, Horace V[illegible]lenlain, New York. Tobet, Inc., M[illegible]nhattan; stockholders, Marion Palme[illegible] Pearl F. Ringel, Florence Kates, New York. Frank Buck Amusements, Inc., New York; directors, Frank Buck, Olga Swanson, Muriel Buck, New York.

G. B. Biz Reported Better

GALVESTON, Tex., May 11.—Drawing about 12,000, second largest crowd of the season, Galveston Beach staged its annual spring Fashion Parade last Sunday. Explosion of fireworks stock, just before a scheduled display, gave the beach its biggest pyro show in its history. Bill Dirks, in charge, and two assistants escaped injury. Fashion Show in Murdock's Pavilion was sponsored by business houses and Galveston Beach Association. Association will have week-end programs the entire season. Concessioners report business better than a year ago.

Dahse Reopens Sylvan Beach

HOUSTON, May 11.— With complete renovation, Sylvan Beach reopened today. Name dance orks will again be featured, said H. W. Dahse, operator of the beach. A 15-week season is set. The large dance pavilion has more than 17,000 square feet to accommodate 3,000 couples and new lighting and redecorating. The 800-foot pier has been overhauled, and rides and concessions number more than 20. Bridge lounge has been modernized. About 30 picnics have been booked.

Coney Island, N. Y.

By SAM ABBOTT

Coney Island is a busy place these days. Luna Park and Steeplechase are making ready for their respective openings before Decoration Day, which falls on a Thursday. Fair weather has brought nice pre-season business to rides, novelty and souve stands, such games as are around and photo galleries.

Business at this time is centering on Surf avenue and the Bowery, with Boardwalk concessions staying dark until the new walk section is opened to the public. This is expected before May 30. While no announcements have been made, dedicatory services are reported proposed for this new $3,500,000 project, which extends and straightens out the Boardwalk from Stillwell avenue to Ocean Parkway. White sand has been shipped in to make the beach ready for the season.

Luna Park, under the direction of Milton Sheen, new lessee, is undergoing renovation and will stage its opening May 29.

Old-time movies will again be shown at Feltman's and Stauch's.

* * *

Lew Burston, fight manager, with Harry Brown, booker, has taken over the Velodrome. Fights on picked nights and dancing featuring name bands are planned. . . . Mack Winkle is in the box at Mermaides Cave. Predicts a return of good times to Surf avenue. Louie Morano manages the ride. . . . Benny Bernard, magic and punch, was visiting the spots. . . . David Brown has opened his novelty and souvenir stand on Surf. . . . Charlie Gerlach has renovated his shooting gallery and is again operating Dreamland Grill. . . . Liberal Bill Holtz is back with his bottle game in same building with the Bug. . . . Joe and Stan Baltuch selling frozen custard on Surf. . . . Henry Shapiro back with the Whip and Eli at Steeplechase. . . . Eddie Lunney and his bride visited here and then returned to Freeman's Rink at Dorchester, Mass. . . . Jim McLaughlin is optimistic over prospects for his pony track. . . . Al Silverman, 30 years at Coney, is still making photos. . . . Jack Horace Mead begins his 40th year on the Island. . . . Sam Billig sees a big season for novelty jewelry. . . . Rocket Ride has big Coney future, Jimmy Kyrimas predicts.

* * *

The attractive brunet at Willie's is Frances Moses. . . . Chris Feucht and George Kister, veterans at Coney, again operating Cyclone. Joe Miller is on the platform and John Santo at the brakes. Albert Belford, in the box, succeeds Curtis Ferris, who died in February. . . . Henry Meyers, 30 years a Coneyite, reappointed Chamber of Commerce director for three years. . . . Louis Rifkin is looking forward to a banner season with his poker game. . . . Valentine Carbone has completed renovations at his shooting gallery. . . . Fred Adolfi is operating Fascination. . . . Murray Goldberg has taken up residence at Forest Hills during the fair. . . . Mack Goldberg is in charge of Sid Kahn's poker game, assisted by George Cappy. Spot has television set. Samuel Dan is assisting here.

* * *

W. S. Bergman, formerly associated with his father, John, has opened a souvenir and novelty stand on Surf avenue. . . . Abe Rapp, who operates poker roll, celebrated the confirmation of his son, Myron. . . . Jackie Madonia in box at New Dodgem. . . . Fred Canfield, who has bottle game, still contends "everything happens for the best, Tim." . . . Whitey Anderson and Sid Persily have opened a new poker roll on the Bowery and doing very nicely. . . . Arthur Fishbein and James Maguin have donkey ball game on Bowery. . . . Hoppo back on the job. Ruth Milgrim, who says she's better known as Hoppo's daughter, will get a chance to strain her vocal cords this season. Mollie Milgrim (Mrs. Hoppo) is vacationing in Jersey.

* * *

John D'Eriico has the Tornado going daily and predicts big business ahead. . . . Selig Hocheiser, still guessing-your-weight, on hand for his 44th season, assisted by Barney Spiegel. . . . Little Willie Gottlieb, the scale man, was seen here and there on the Island. . . . Max Friedman, the candy man, recently underwent an operation at Israel Zion Hospital. . . . Harry Wolffenson is in charge of Faber's Rabbit Race—he's still smiling. . . . Neal Kyrimas and Phil Cook at the Virginia Reel. . . . Phil Waldron, box, and George Kyrimas, brake, at the Rocket. . . . Johnnie Christmas in the box at Moto[illegible] Parkway. . . . Virginia Reel crowd h[illegible] organized bowling team—will meet [illegible] comers at Jack Christmas' new alley.

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With the Zoos

PITTSBURGH. — Highland Park Zoo here will be remodeled soon under a PWA grant, approved by city council to the extent of $127,356.

* * *

COLUMBUS, O.—Eagle Plume, Hopi Indian chief, and his wife, Lone Deer, Winnebago princess, and Good Corn Harvester, their three-year-old son, are at the municipal zoo as an added attraction. They will demonstrate Indian handicraft and Chief Eagle Plume will lecture and conduct tours.

* * *

OKLAHOMA CITY.—Leo Blondin, superintendent of Lincoln Park Zoo here and former circus performer, is celebrating the first birth in his monkey island colony. Feature story on the birth in *The Oklahoma City Times* made page 1. Blondin has been building up zoo population by trading, having little money to spend. Last big play he had was getting a polar bear in Colorado. It was hauled by Mistletoe Express, owned by Oklahoma Publishing Co., which sent a reporter along. Stops were made in major towns coming back, with lectures by Blondin.

* * *

CLEVELAND.—Representatives of Cleveland Museum of Natural History now have a picture of what is needed to recondition buildings and animal runs in Brookside Zoo here, following a recent inspection trip with city officials. Tour was made in connection with negotiations now on between the city and museum for eventual operation of the zoo by the museum under contract with the city. Inspection showed considerable was needed in the way of repairs. Museum representatives were led by President Harold T. Clark. Properties Director H. E. Varga led the city delegation.

* * *

PHILADELPHIA. — Two contests that enabled visitors to estimate the weight of Burma, the baby elephant, and name the chimpanzee born at the gardens last February highlighted the "May Day at the Zoo" sponsored on May 5 by the Philadelphia Zoological Society. Other attractions of the day were the unveiling of the largest tile mural in Philadelphia t the Bird House, the laying of a cornerone by Mrs. Martin (Osa) Johnson for e new elephant house and the installaion of the zoo's monkeys on their rerbished Monkey Island. Mrs. Johnson esided over activities at the improvised frican jungle inhabited by six Nigerian atives, who performed tribal dances. There were 26,000 paid admissions, largest in the zoo's history. Baby Pet Zoo attracted crowds, paid admissions also etting a new record for this section. uccess of May Day has encouraged the oo to promote another special day this onth, to be known as American Legion ay at the Zoo.

* * *

LONDON.—Annual meeting on April 9 revealed that London Zoo's income r 1939 totaled $454,400 as against 1,600 in 1938. Expenses were reduced n $449,600 in 1938 to $359,600. Atdance dropped by 100,000 to 1,700,000. nd of 1939 live exhibits totaled 2,932, hs being 920 and birth 157. Zoo in ol set a new attendance record, receipts of $54,608. Profit at end of was $19,116, an increase of $756 over Since Easter the privately owned ngton Zoo in Surrey has attracted end crowds comparable with prewar days. Army bands play on Sundays, and additional performances are given in the circus. Marquees have been erected to provide refreshment accommodation. Animal stock remains much on a par with peace conditions, but grounds close before blackout time, external lighting being barred. Spare paddocks, acquired originally for zoo expansion, have been turned over for production of foodstuffs. London Zoo elephants are to remain at Whipsnade, where they were sent just before war began. Some bigger snakes such as pythons have been brought back, but poisonous variety is likely to be barred until the war is over.

Park Free Acts

THREE MILOS, high pole, opening in Detroit's Eastwood Park on May 10, is first free act to play the park in four years. Acts will be used all summer.

* * *

PURCELL'S Stage Circus will again furnish free acts for reopening of Interlaken Park, Fairmont, Minn., reported P. B. Purcell.

* * *

CIRCUS acts for showings twice daily will be booked in Clementon (N. J.) Lake Park by Theodore W. Gibbs, park manager.

SUSIE'S TRAINING

(Continued from page 36)

days' exhibition, to Atlantic City for several weeks, to a store show on Market street, Newark, for several weeks, and, finally, to the Elks' Frolic at the Newark Armory.

It was then that Mr. Dressman was engaged by us to make the openings on front of show and to take care of Susie with my associate, Mr. McArdle.

Mr. McArdle was the first man to handle Susie in America and I was the first to train her. Therefore, Mr. Dressman's statement that he was the only man who has handled her since she has been in the States is quite incorrect.

I will appreciate it very much if you will publish this letter in your valued paper. JOHN C. LUCADEMA,
Inspector, N. J. State Highway Patrol.
Newark, N. J.

TRADE SHOW SET

(Continued from page 36)

there are no posts in either exhibit hall to reduce the space of any of the booths, which also will make possible a view of each hall without obstruction and make possible a more elaborate scheme of decorations."

It has been the custom of the sponsors to offer first choice of space to exhibitors from the previous year but because the 1939 Trade Show was held in the Hotel New Yorker, New York, the 1938 exhibitors have been included in the advance list. Early in June solicitation of new exhibitors will be started by the secretary's office. Booths range in price from $75 to $125, but a large majority are priced at $85, price variation being brought about by difference in size.

Edward L. Schott, president and general manager of Coney Island, Cincinnati, is program chairman for the 22d annual convention, with John L. Coleman, Riverside Park, Indianapolis, vice-chairman, and Paul H. Huedepohl, Jantzen Beach, Portland, Ore., in charge of pool and beach activities.

CINCY'S CONEY

(Continued from page 36)

Lake of Fire," pretentious fireworks spec scheduled for opening of the regular season on May 18 and to continue thru May 26. Pageantry built around a procession of gondolas of all nations on Lake Como, music and cast of more than 100 will take part in the spec. Aerial Voises have been booked to appear in the production and also give free afternoon performances on the lake.

Under a new policy name bands in Moonlite Ballroom will be changed weekly. For the opening Jack Teagarden's Orchestra has been set. He will be followed on May 24 by Gene Krupa's Band, making a one-night stand. Clarence Melter and his orchestra, featuring Savoy Sisters, will provide dinner music in the clubhouse and later in the evenings general entertainment. On the steamer Island Queen will be Herman Kirschner's Band.

Several new attractions have been added, Flying Skooter, Skipper Boats on Lake Como and Penny Arcade. They will augment 12 rides held over from 1939. Land of Oz, children's playground, will be open, and on May 19 the pool will be put in operation.

RISK CAMPAIGN

(Continued from page 36)

years have renewed their policies for 1940 in almost every instance, and many new participants have been added, and from present indications gross premium volume will show a tremendous increase this year which will mean even greater savings to all interested, it is reported.

"Probably the most gratifying addition to the list for 1940 is Coney Island, Cincinnati, whose premium volume is probably exceeded by but few parks in the country. This is a particularly gratifying achievement because an organization as efficient and capable as that which operates Cincinnati's great amusement resort has taken this step only after a most careful investigation of the plan and the carrier behind it. The public liability insurance committee and the association's board of directors have always held the Associated Indemnity Corp. in the highest esteem, but it is, of course, an added gratification to have their judgment reaffirmed by such an organization as Coney Island of Cincinnati," said Secretary Hodge.

Arnold B. Gurtler, head of Elitch Gardens, Denver, and president of the association, calls it the greatest campaign in the history of the organization. Secretary Hodge, with offices in suite 1130, 201 North Wells Building, has conducted a marvelous publicity campaign in the judgment of directors of the association, public liability insurance committee and Associated Indemnity Corp., not only thru the mails but thru trade publications.

John Logan Campbell, Baltimore, the association's insurance consultant, has worked unceasingly with the committee to increase the number of policyholders for 1939, officials say. On the insurance committee serving with N. S. Alexander, chairman, are Leonard B. Schloss, vice-chairman Glen Echo (Md.) Park; Richard F. Lusse, Forest Park, Chalfont, Pa.; H. P. Schmeck, Philadelphia Toboggan Co., Philadelphia. Official representatives of the association are John Logan Campbell, Baltimore; George H. Lauerman, Chicago; Fred S. James & Co., Chicago, and Cleveland Insurance Agency, Cleveland.

Delay on the part of many operators, however, has been a big handicap, with the result that brokers and inspection department of the Associated Indemnity Corp. are up to their ears, officials remarked. The last bulletin issued by Secretary Hodge gives a brief outline of the possibilities afforded by the plan.

JANTZEN'S BOW

(Continued from page 36)

"The House of Magic," a maze of electric eyes, radio beams and micromatic switches. Site was formerly occupied by the Funhouse. New Penny Arcade has installations by International Mutoscope Reel Co. A ride new to Portland, the Rolloplane, came from Eyerly Aircraft Co. Skooter building has been remodeled and garnished with a neon-lighted front. Also remodeled was the Old Mill. New buildings include El Patio, adjoining the new Jantzen Inn near the main entrance, milk bar; music hall, adjoining the ballroom, and two comfort stations. Added sidewalks and roadways were also constructed. New outdoor stadium with grand stand built to accommodate 7,000 will have midget auto races and many other types of entertainment during the season. *Peaches Star Revue*, booked by George A. Hamid, will appear after its engagement at the San Francisco exposition.

Name bands, booked thru the Music Corp., will include Arnheim's Orchestra and those of Benny Goodman, Ray Pearl, Shep Fields, Sterling Young, Eddie Fitzpatrick, Skinnay Ennis, Jan Garber and Bob Crosby. Nationally known bands have always proved strong attractions at Jantzen's.

CLEMENTON, N. J., May 11.—Clementon Lake Park reopened today for week-end operation, going on daily schedule on May 19, Theodore W. Gibbs again managing director. Alcyon Park also reopened in Pitman, N. J.

COLE BROS.

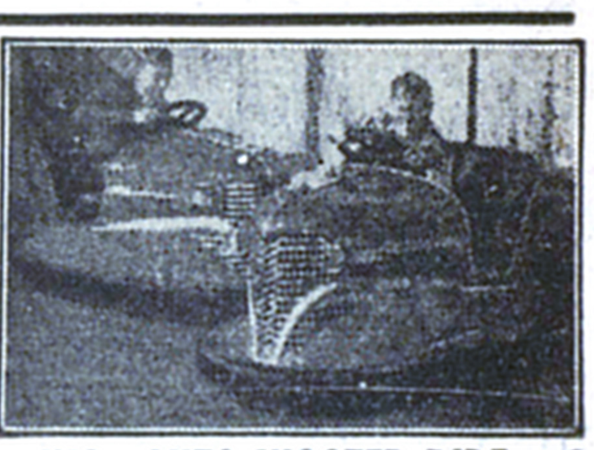
(Continued from page 32)

Williams, manager Advertising Car No. 1; Pat Murphy, No. 2 car; Clyde Mallory, checker-up; Dr. E. F. Partello, Joe Haworth, legal adjusters; Jack Ryan, announcer; R. O. (Dick) Scatterday, banner man.

Band: Victor Robbins, leader; Don McAdoo, solo cornet; Joe Ballard, first cornet; Guy Warren, second cornet; Frank Tonar, solo clarinet; Nick Alroth, first clarinet; Rudolph Anderson, first trombone; George Ritter, second trombone; John Horak, baritone; Bruce Cayting, bass; Al Yoder, bass drum; Maynard Visingard, snare drum; Tommy Comstock, air calliope.

A nicely framed kid show is under the management of Lou Delmore. It is presented under a 70-foot top with three 30s (four poles). The attractions are Duke Kamakua's Hawaiian Revue (Kamakua doubles in the Broadway Brevity Revue, assisted by Stanley Morton); Anna Loving, snakes; Mary and Margaret Gibbs, Siamese Twins; Joe Grendol, sword swallower; Hermes, magician; Al Tomaini, giant; Jeanie Tomaini, half girl; Popeye Lewis; Jean Darrow, Leona Lola, Madeline Gannon and Marie Antoinette, in Broadway Brevity Revue; P. G. Lowery's Band and minstrels—Slim Jones, Walter Howell, trumpets; William Matthews, Clifford Redeaux, saxophones; Harvey Lankford, Ben Goodall, trombones; Happy Talley, Ted Stewart, drums; Robert House and Talley, comedians; Elsie Jones and Myrtle Talley. Judge Arthur B. Palmer is on the front door; John R. Gibbs is auditor, and Jack Elkins, Frank Loving and Cliff Matter are on the ticket boxes. Mrs. Gibbs also travels with the show.

Here's 1940's Best Buy!



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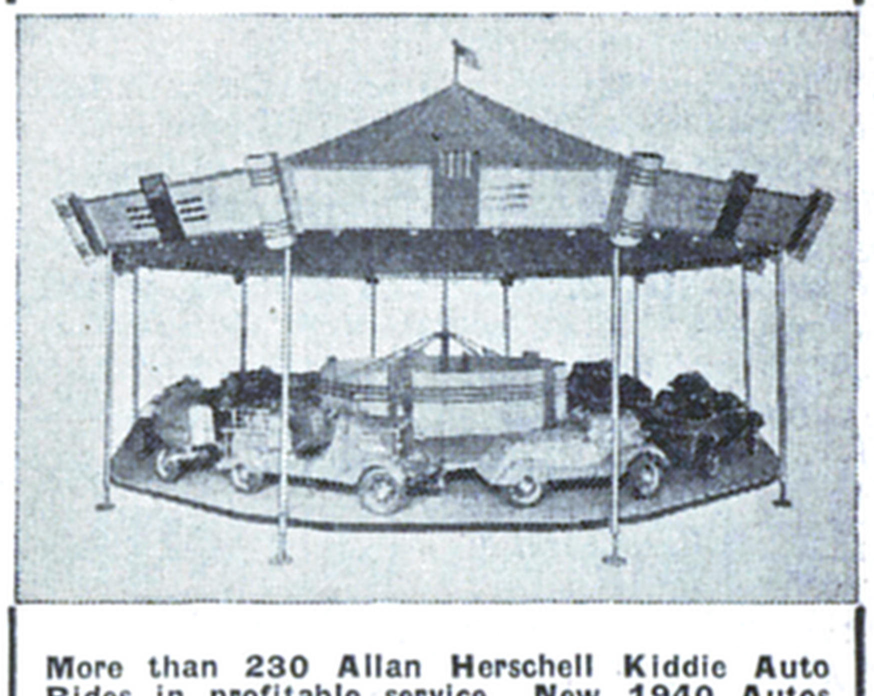

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WANT on percentage basis Concessionaires for Games and Rides, including Ferris Wheel, Boats, Bingo, small Carrousel, Bicycle, Bungalows, Horses, Refreshments, Dancing, Skating, Canoes, Lunches, Fortune Tellers, Machine Games, Photo Stand, Penny Arcade. Anything suitable summer fair—Memorial Day to October. Free bathing, movies, entertainment, trailers, parking. Attracts thousands. SPRING MOUNT PARK and RECREATION NEWS, Roy Huber, Managing Dir., Norristown, Pa.

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Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

'40 Show for Ottawa Is Hinted When Fair Board Rejects Offers

OTTAWA, Ont., May 11.—Directors of Central Canada Exhibition Association turned down two propositions for holding the 1940 exhibition here and have decided definitely that no exhibition will be held. Directors on May 6 reaffirmed the decision made several weeks ago to cancel the 1940 show because of militia requirements for Lansdowne Park and buildings. Since that action two propositions have been made to the advisory and finance committee with several other suggestions for a partial exhibition or some special attractions for "Exhibition Week."

Club Has Project

Connaught Park Jockey Club, thru its President T. P. Gorman, offered use of Connaught Park for a show. It was understood he was prepared to turn over the plant without rental. His suggestion was not entertained, but after the directors' meeting, President Gorman intimated that consideration would be given by the club to the holding of an exposition in Connaught Park during the week originally selected for the Ottawa exhibition. Attractions, he said, might include a midway, grand-stand acts, trotting races, automobile and horticultural shows and agricultural displays. Show would be for Ottawa and this district and special provision would be made for bus transportation.

Attractionists in Offer

George A. Hamid, New York, who for many years has provided the grand-stand attractions, and Max Linderman, World of Mirth Shows, who supplied the midway, also made a proposition for having a midway and grand-stand program under auspices of the exhibition association. Their proposal called for possible exhibits which could be shown in tents without taking buildings away from the militia.

The advisory and finance committee called the directors to hear the proposals and, after lengthy discussion, it was decided to stand by the former decision to have no exhibition in whole or in part.

Casting on at GGIE; Dill Gibson's Guest

SAN FRANCISCO, May 11.—In preparation for reopening two weeks from today, activity at Golden Gate International Exposition has increased on all fronts. A. L. (Red) Vollman has started casting *Cavalcade of a Nation*. Forty horsemen are already under contract and rehearsals will start on Monday under direction of Art Linkletter.

Casting is also well under way on F. Herrick-Herrick's Hollywood spec, to feature Neil Hamilton and Marian Marsh. Rehearsals for Billy Rose's Aquacade have been on for several weeks.

Finishing touches are being put to the midway, with assembling of rides and other equipment about complete. Terrell Jacobs' menage of 30 animals is slated to leave St. Louis the first of the week and expected to arrive about May 20.

Prexy Marshall Dill left on Thursday by air to participate in ceremonies at opening of the New York World's Fair as guest of Harvey D. Gibson.

Ill. '39 Deficit In Aid Carries Bills to Solons

SPRINGFIELD, Ill., May 11.—Eighty-five agricultural fairs in 79 Illinois counties have made application to the State department of agriculture for State aid for 1940, said Director J. H. Lloyd.

The director, whose department is charged with distribution of State aid, lauded the fairs as "definite assets for the development of a better agriculture and a greater democratic and community spirit." He explained that the number of agricultural fairs in Illinois has steadily increased during the administration of Governor Horner, beginning with 56 in 1933.

The fair associations, Director Lloyd said, have been notified that the Legislature has made a total of $325,000 available for distribution in 1940. In 1939 the entire appropriation of $325,000 in State aid was paid to the fair associations. This amount, however, was more

(*See Illinois Deficit on opposite page*)

Be Safe Than Sorry

In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Contracts."

N. M. Building Plans Move

ALBUQUERQUE, N. M., May 11.—Plans for a $7,500 administration building on State Fair grounds here are ready for submission to WPA authorities, said Frank Shufflebarger, chairman of the fair commission. Materials including adobes and vigas are on hand and officials believe structure will be completed for the 1940 fair. Some delay is anticipated while ironing out an arrangement with the NYA, whose camp was using the temporary administration building when it was burned to the ground.

Golden Gate Expo Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, May 11.—Giant Crane, ready for operation except for painting, is in a new location and should do good business. Max Schwartz's new venture, Danceland, will be a colorful addition to the Gayway, taking the place of the Candid Camera building. Al Mulligan and Henry Whitely have secured the $50,000 building of Standard Brands in the Foods Palace, which they will transform into a unique restaurant. Harry Baker, one of the managers of the animal show financed by the Smith-Smith syndicate, is supervising building of this, one of the largest attractions on the Gayway. A load of equipment arrived from Goebels Animal Farm, Los Angeles. Smith and Zapf, ops of the Penny Arcade, have contracted for a novelty food concession to be in a front corner of their Arcade. Nate Miller was host to Mr. and Mrs. Eddie Brown and Sam Miller at an Italian feast at the noted Feranti estates at Los Gatos recently. Morris Goldstein, Hum-a-Tone note, is putting on saxophones. Contract with Major Art McChrystal and Eddie Saunders, promoters of the Ice Follies, has been approved. Title will be *Exposition Ice Follies*, with Sandy Johnson presenting a *Night at Lake Placid*. The $100,000 former French building is being put in order to receive the show, the whole structure being "iceified." Among performers will be Sandy Johnson; Charlyss, the Ice Queen; Joe Dvorack, figure skater; Gerry Mundorf; Lois Lee, the Nightingale; Sparky and Hank, comedy, and a line-up of 12 skatorial queens. Charles Ellsworth handled the deal for the operating company. Frenchy Leclaire will be one of the principals. It is said all members of the cast will join the AGVA.

"No More Shows Wanted." Not only is the Gayway a sellout, but shows have overflowed to exhibit palaces and unoccupied foreign buildings. These shows are off the Gayway: Rose's Aquacade, International building; Pantheon de la Guerre, Mines and Metals Palace; Hollywood, Mines and Metal building; Salici's Puppets, Hall of Western States; *Cavalcade*, Court of Pacifica; *Exposition Ice Follies*, French building; *Folies Bergere*, California Theater; Wolfe's Holyland, Avenue of Olives. New shows on the Gayway are Jungleland with Terrell Jacobs, World a Million Years Ago, Schwartz Danceland, Nicholson's Fountain of Youth, Fun House, Kentucky Derby, Elysium, Mickey Mouse Circus, Harvey's Horses From the Past, Harvey's Amazing Amazonians, and three

(*See GGIE Gleanings on opposite page*)

Building Program Under Way in York

YORK, Pa., May 11.—Considerable work is in progress on grounds of York Interstate Fair here in preparation for the 1940 edition, reported President and General Manager Samuel S. Lewis. Already completed is a 6-by-84-foot section of permanent scenery for use on the stage in front of the grand stand.

Decayed trees are being removed and a study is being made for adequate reforestation at suitable points. Roofs on live-stock barns are being replaced with asbestos shingles and pens are being repainted. Many pens are being equipped with screen fronts to improve visibility for children.

Other plans include enlargement of poultry patio, moving of hay barn and substitution of exhibition horse barn in its place, lining of main building's interior with red wood, construction of an office in a live-stock barn for Manager Howard W. Anderson, replacement of antiquated wiring with a system in conduits, installation of floors in main building cupolas to provide storage space, erection of a building to house a fair grocery and construction of a 14-foot paved road behind live-stock barns connecting with roads at north and south ends of the plant.

Family Ducat in Kansas

PARSONS, Kan., May 11.—Campaign to sell 3,000 family tickets to Tri-State Fair here will be launched in early summer. Tickets will sell at $1 and will be good for 10 admissions, day and night, for five days. Fair board has contracted for $7,000 worth of entertainment, including afternoon and night grand-stand shows. Heretofore season tickets were $1 per person, with single admission gate charge of 50 cents. This year single admission will be 25 cents. Large advance sale of booth space in the merchant exhibit tent was reported. There will be space for 57 exhibits and 10 entertainment booths in the tent, a new feature this year. Construction of an exhibit building under the grand stand is to begin on May 15, affording about three times as much space for displays.

British Annuals Scheduled As Usual; Fire Razes Rides

LONDON, May 4.—Pat Collins' covered-in fair, not subject to the blackout hour closing order, is attracting vast crowds everywhere. It has been decided to go ahead with Britain's largest annual fair, run in conjunction with the temperance festival at Newcastle-on-Tyne. Show will be restricted in size and a 10 p.m. curfew enforced.

Two next biggest fairs, Hull and Nottingham Goose, are to be held, but with dates changed from early winter to midsummer. This will be more beneficial to showmen. Fairs are to be held on behalf of British Red Cross and St. John Fund, the result of an approach to Cyril Mills, circus proprietor, who is on the Stage and Allied Arts Committee formed by the lord mayor of London.

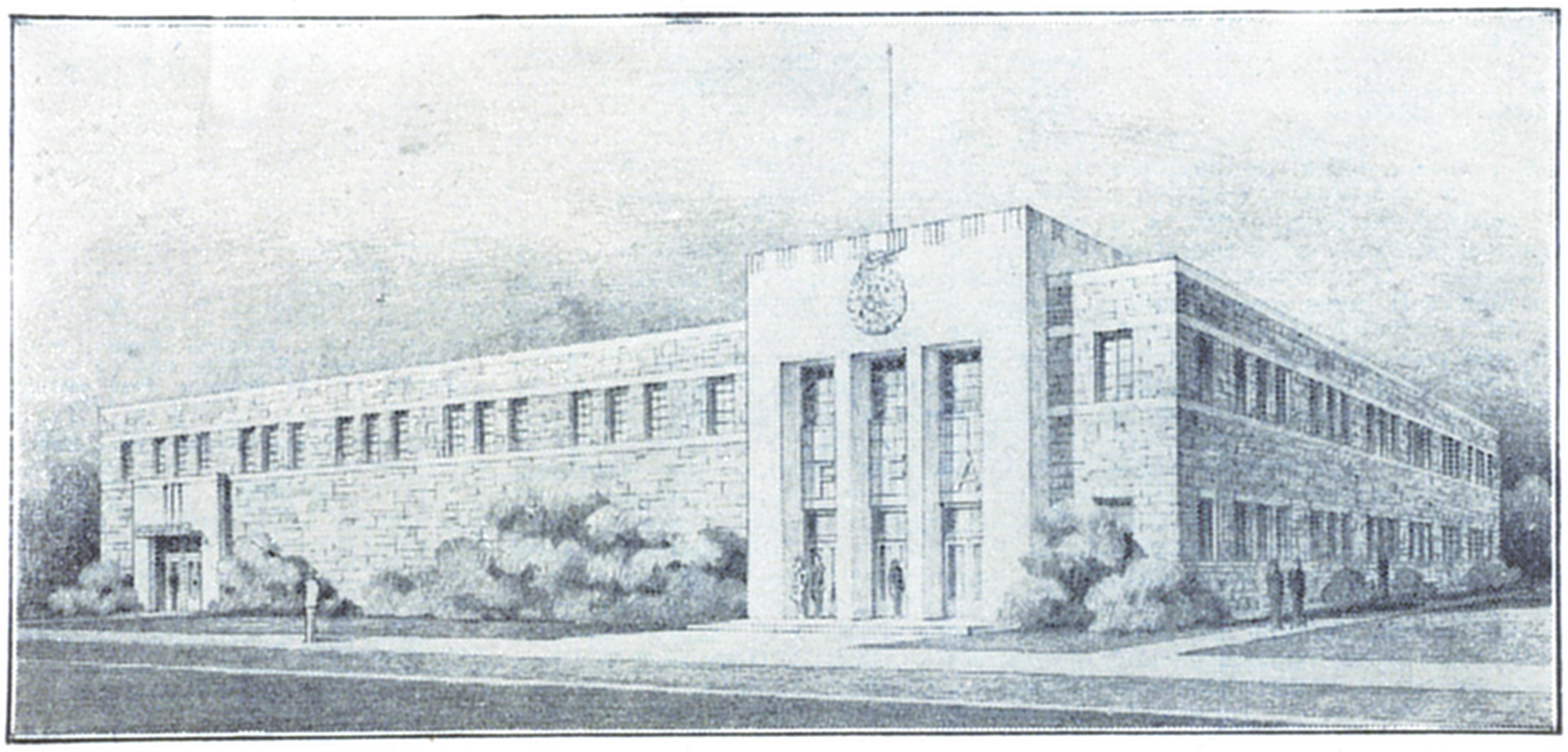
First wartime fair loss occurred Grantham, where for some mont Showman John Farrar has been runni a fair in a temporary structure of wo corrugated iron and canvas. En structure was destroyed by fire Dodgem and Roundabout so badly d aged as to be useless.

Burns New S. W. Expo Head

FORT WORTH, Tex., May 11.—John C. Burns, live-stock show judge and a director of Southwestern Exposition and Fat Stock Show here several years, was elected president of the exposition at the annual meeting on May 7. He succeeds Van Zandt Jarvis, president 18 years, who died on April 18. Amon G. Carter was re-elected vice-president and John B. Davis secretary-manager. W. L. Pier was elected treasurer to succeed John N. Sparks, who died last year. Burns, Pier and Marshall A. Fuller were added to the executive committee.

F. W. Concessioners Back

FORT WORTH, Tex., May 11.—F. M. McFalls will have his shooting gallery on grounds with Casa Manana, open-air cafe-theater here, for the fifth year, when it opens on June 28 for four weeks. Contract for food and beverage concessions has been awarded to Tom Daly, who has had these privileges several times before. *Casa Manana Revue* will be produced by Music Corp. of America, producer of the revue in 1938, and Kay Kyser's orchestra will headline first week's show.



THIS WILL BE "THE HOUSE THAT JACK BUILT," all right, and the jack came from 7,484 members of Future Farmers of America, the force that pried loose this proposed $80,000 building to be erected on grounds of Oklahoma State Fair and Exposition, Oklahoma City. Idea sprouted last December, the boys' State org to raise $10,000, the fair to put up $12,000 and WPA $18,000 for a $40,000 building. Boys raised theirs in 100 ways, everything from selling junk to liittle coins called "gold bricks." Fair raised its part and WPA decided that if native stone were used, making the labor total higher, more federal money could go into it. Ante was raised to $80,000. State WPA offices have approved plans, now in Washington for review.

Fair Grounds

LINCOLN, Neb.—Retired army colonel, R. G. Douglas, who was publicist for Nebraska State Fair here last season, has been re-engaged, said Secretary Perry Reed.

* * *

MANCHESTER, Ia.—E. W. (Deak) Williams, secretary of Delaware County Fair here and many years secretary of Fair Managers' Association of Iowa, is a candidate for representative in the Legislature.

* * *

SOMERSET, O.—Perry County Agricultural Society, sponsor of Somerset Pumpkin Show, plans midway and free acts for the 1940 annual. There are to be industrial art displays, educational films and cattle shows. Mrs. Janet Scanlon is assistant secretary and chairman of premium committee.

* * *

SHREVEPORT, La.—Louisiana State Fair officials and State extension heads have agreed that Louisiana cattle will be favored by an increased premium budget. Altho many structures were damaged by the March 12 tornado, plans have been approved for an improved livestock show and all buildings housing that department will be ready for the 1940 fair.

* * *

HILLSBORO, Ore.—Reconstruction of two buildings destroyed by fire last year and repair of damage to other structures on Washington County Fair grounds here has begun. Cost will be $6,500, part of which will be borne by WPA, said Manager Leon Davis. Construction of a 120 by 93-foot cattle barn is expected to be completed in time for spring dairy show. Addition of second floor to Farmers' Union Building will increase booth space by nearly 3,600 feet. Three buildings will get new roofs and 3,000 bleacher seats, destroyed by the blaze, will be replaced.

* * *

DES MOINES, Ia.—Iowa State Fair board let contracts for $10,000 improvements on the Varied Industry building and horse barn.

* * *

WEBSTER CITY, Ia.—Additional improvements on Hamilton County Fair grounds call for a new 4-H Club barn, race-horse barn and additional grandstand seats, work to cost about $28,000 and to be completed this summer.

Fair Elections

GONZALES, Tex.—Gonzales County Fair and Pecan Exposition re-elected Charles F. Holmes, president; Frank Wilson, vice-president; C. E. Ince, treasurer; Tex J. M. Wilson, secretary; Edward S. Reese, manager.

* * *

BATON ROUGE, La.—Agricultural Fair Association at Louisiana State University elected Delbert Estess, Grayson, president, succeeding J. C. Richards, Baton Rouge. Robert Nelson, Hoopeston, Ill., was named vice-president to succeed Lyle Chambers, Start; Sims Gauthier, Breauville, was elected treasurer to replace Nelson Hanks, Indian Bayou.

* * *

JASPER, Tex.—J. Paul Hardin, secretary-manager of the Chamber of Commerce, was named secretary-manager of Jasper County Fair, succeeding R. W. Willis, resigned. New members of executive committee are H. N. West, president; Tom Hart, A. L. Black, vice-presidents; O. M. Stone, R. I. Morrison, assistant managers; R. W. Curtis, treasurer; Tom Cardine and Wade Griggs.

* * *

PRAIRIE HOME, Mo. — Prairie Home Fair Association elected M. H. Lohse president; John Logan, vice-president; Dr. A. L. Meredith, secretary-treasurer; Silas Dishion, assistant secretary.

Grand-Stand Shows

JIMMIE LYNCH'S Death Dodgers will appear on the last two days of Moose Jaw (Sask.) Exhibition, preceded by two afternoons of horse racing.

* * *

FALMOUTH (Ky.) Fair booked Gus Sun Agency's *Swing Show*, thru W. C. (Billy) Senior, including Cordovas, teeter board; Mar Duo, comedy acros; Lamy Brothers, flying return; Ferguson's Dogs and a line of girls. Renfro Valley Barn Dance was booked for one day.

* * *

FLASH WILLIAMS and his Thrill Drivers who opened their 1940 outdoor season on the State Fair grounds, nington, Del., on May 13, according to Al Sweeney, general manager, will have the largest staff used by Williams since he entered the field. Since closing at the Shrine Indoor Circus, Cleveland, Williams purchased a new string of cars and added an advertising truck. Carl (King) Brady, of auto polo note, is crew manager; Jess Hartman, formerly with Cole Bros.' Circus advance, is in charge of outdoor advertising, and James J. Hughes, Florida sports announcer, will do the emseeing.

* * *

THREE-YEAR contracts for grandstand shows have been signed for Gus Sun Agency by W. C. (Billy) Senior with Ripley County Fair, Osgood, Ind.; Clinton County Fair, Frankfort, Ind., and Rockbridge County Fair, Lexington, Va.

* * *

JOSEPH P. SCHAD reported bookings to date for his free act unit are good and that season's prospects are bright. Act is being prepared for the 1940 tour, which will be his 12th. He plans to again feature Baby LeRoy and some new members will be added.

ILLINOIS DEFICIT

(Continued from opposite page)

than $46,000 short of the approved claims filed with the State department of agriculture. Bills by Senator Thomas P. Gunning and Representative Henry Knauf are now pending in a special session of the Legislature to make up this deficiency.

GGIE GLEANNGS

(Continued from opposite page)

other attractions in process of negotiation. A front bound to attract cash customers and plaudits of show people is the Gulliverian facade of the Midget Village. Causeway from the Bay Bridge to Treasure Island, which has been undergoing repairs, is open after being closed to traffic and tying things up.

John Hawken, a leading herpetologist connected with Stanford University, will spend his vacation with the Clif Wilson Monster Show on the Gayway. He will make a special study of pythons and lecture on smaller rare specimens of the Wilson collection. Elysium front will be the highest facade on the Gayway. Baby Incubator, now completed, has at the topmost point a great baby's head. Entire auto traffic system has been changed with the hope that the new scheme will increase big-day capacity by 50,000. Autos that formerly stopped at administration building entrances to buy and deliver admission tickets, causing terrific delay because of multiplicity of tickets used, will be routed direct to parking-space gates. On arrival there parking fees will be collected, cars parked and passengers will then go to the various entrances to the fair proper, which are strategically located. Tryout of the new Gayway lighting was voted a success by all viewers. Eddie Brown, "mayor of the Gayway," has moved into his refurnished and decorated offices, located so that he can keep his finger on the pulse at all times. Sammy Sheridan, his right hand, trekked along with the mayor. Treasure Island branch of the Bank of America reopened for the season on May 1 and was swamped with business. Dairyland, exhibit of California milk dealers, has been taken over by Julian Harvey for operation, which makes his concessions number 20. Every imaginable kind of an eating place will be found at prices that start with the lowly hot dog at 10 cents to the epicurean dinner with champagne at $5 per plate. Mrs. Charles H. Fogle, nee Clover Wilson, and husband, who will manage the Monster Show for Clif Wilson, arrived by auto from St. Louis. "Happy" Johnson will have front of the Elysium show, assisted by W. H. Westlake.

* * *

Second issue of 500,000 souvenir tickets, just off the press, are being snapped up. Selling price is 50 cents, including one admission to Treasure Island and choice of any one of three attractions, African Jungle Camp, with Terrell Jacobs; Pantheon de la Guerre, famous French war picture, and Hollywood show, reproduction of the making of a motion picture. Bank of America bought the first $10,000 worth of this issue. Walter Oswald and Leon Sarkisian, partners in many enterprises, will have over 500 coin-operated machines, not including their latest venture, Kentucky Derby, on the Gayway. New color scheme for the giant exhibition palaces is robin's-egg blue and white. Key System, to serve Treasure Island by bus and ferry, has evolved a new system of charging: boat fare, 10 cents to the island and 5 cents for return; 5 cents less than the 1939 price. Passengers from Oakland side will pay 15 cents for the trip to the island and 10 cents for return. Kids will be charged 15 cents to the island from the east bay area and will be returned free. These reductions, with the hoped-for 25-cent toll for autos on Bay Bridge, should help make for smashing attendance. New *Folies Bergere*, in rehearsal in the California Theater building, is called the third continental edition. A. F. Dickerson, lighting engineer of General Electric Co., who arrived from Schenectady, has been loaned to the fair to arrange lighting to fit color scheme of buildings. Major Francis J. Heraty, captain of the expo guards for the last year, turned over his command to Capt. W. B. Allen, the major having been called for duty with the regular army. Sam Schlepperman, former stooge for Jack Benny, has been engaged for the F. Herrick-Herrick Hollywood show. Ed Breckenridge, who dragged the Infant Incubators out of the slough of despond last year, has another tough one on his hands. He is building and will operate a Fountain of Youth show for Don Nicholson in the old Headless Girl building.

WALLACE BROS.

(Continued from page 32)

rainy weather since opening April 18 at York, S. C. Best stands have been Whitesville, Wheeling and Parkersburg, W. Va., and Zanesville, O. The last-named stand gave the show almost a capacity matinee and a big night house. Show will be in Pennsylvania for several weeks. Hottest weather of the season was experienced at East Liverpool May 6. Heavy billing was observed here and at other stands.

The Program

No. 1.—Tournament, led by Norma Rodgers on a white horse, carrying American flag. 2.—Horizontal bars, Brownlee Brothers. 3.—Foot slide, the Great Raymond. 4.—Solo elephants in all three rings, worked by Norma Rodgers, Babe Woodcock and Ursaline McIntosh; special announcement for Stella, an elephant doing a "hand" stand on two pedestals. 5.—Clown band, led by Ed Raymond. 6.—Liberty horses (eight) in center ring, presented by Ted Lewis. 7.—Ring 1, Enos Troupe, perch; Ring 3, Aerieletta, single traps, finishing strong with a somersault from trapeze to a rope. 8.—Ray Goody, tight wire, doing an excellent drunk routine and finishing with a back somersault. 9.—First concert announcement, with Texas Trailers and Baron Nowak introduction. 10.—Menage number, well costumed and expertly routined, with Ursaline McIntosh, Jean Allen, Babe Woodcock, Midge Dever, Norma Rodgers and Flo McIntosh on mounts. 11.—Stella, elephant, on the track doing a drunk routine. 12.—Clown walkaround. 13.—Foot juggling, Enos Duo and Tan Araki; Rogintosh riding act in center ring, with T. P. Lewis as featured rider. 14.—Clowns; Jargo. 15.—Buddy, trained seal, presented by Walter Jennier. The outstanding feature, offered in the center ring Buddy does a repertoire of tricks that wins continued applause, closing with balancing on one flipper on a platform. 16.—Second concert announcement, with all Wild West principals individually introduced and first appearance of Lee Powell (masked). 17.—Four elephants in center ring, presented by Jean Allen. 18.—Clown walkaround. 19.—Risley act, six people in center ring, Enos Troupe. 20.—Clown walkaround. 21.—Flying Hartzells.

EXECUTIVE STAFF: O. C. Cox, lessee and manager; Julien West, secretary-treasurer; George Fienstien, auditor; Keller Pressley, superintendent of front door; Eddie Allen, general superintendent; D. E. Miller, general agent; Harry Chipman, manager bill car; Vernon Reaver, press representative ahead; Jimmy Salters, 24-hour man; Deac McIntosh, chief mechanic; Dave McIntosh, assistant mechanic; Bob Stevens, banner man; Shorty Gilson, boss canvasman; Eddie Brodie, electrician; Fred Boss, props; Bill Woodcock, boss elephant man; Ira Haynes, band director; Ed Raymond, producing clown; Jack Fox, superintendent privileges.

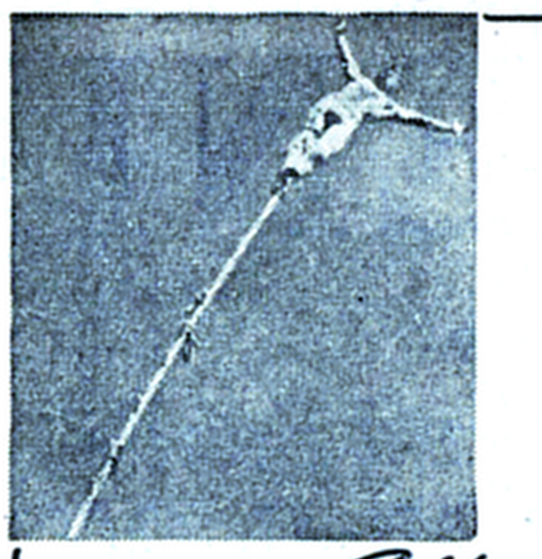
CONCERT: Lee Powell (Lone Ranger); Baron Nowak, midget; Ted Lewis, horse catching; Midge Dever, trick riding; T. P. Lewis, trick riding; Texas Slim Collins and Montana Nell, whip cracking and trick riding; Mal McNeal and his Texas Trailers, entertainers.

BAND: Ira Haynes, director; Andy Martin, Charles Cuthbert and James Bower, cornets; George Atkinson, clarinet; V. T. Metcalf, sousaphone; Fred Keiper, trombone; Ed Mitson, baritone; Bill Saiston, trombone; Frank Clarke, calliope; Bill Wymore and Charles La Bird, drums.

SIDE SHOW: William (Bill) Tumbler, manager; Charles La Bird, assistant manager; Chester Gregory and Bill Woodcock, tickets; Floyd Dickinson, door man; Scotty Kean, Scotch band, assisted by Dainty Marie Murray; Mal McNeal and his Texas Trailers, four hillbilly entertainers; Karl Noragecian, ventriloquist and Punch and Judy; Kalalisk, mentalist, San Toy, box mystery; Toby Tyler, sword swallower; Texas Slim Collins and Montana Nell, impalement; Harlem Revue, under management of Otis Harley, with David Nelson, comedian; Flossie Hooper, Ethel May Morris, soubrets; Otis Harley, trumpet; Harold Brown, saxophone; Joseph Dement, tuba; Artan Bell, trombone; Roscoe Davis, drums; Annex: Marian Jordan, Grace Shell, Allie Mae Addis, dancers. Robert Slick is in charge of canvas, with five assistants.

On inside tickets in the big show are Specks Cautin, Walter Hohn and Joe Levine.

Clowns, Ed Raymond, Charles and Iza La Bird, Albert White, Toby Tyler, Ray and Walter Brownlee, Dennis Stevens and Buddy Addis.



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OPENING FARE TAKES TILT

Philly Stand Sends World of Mirth Off To Favorable Start

PHILADELPHIA, May 11.—Cold and rain hurt World of Mirth Shows' anticipated large attendance and gross at their opening stand of the season in Yellow Jacket Stadium here, April 26-May 4. Business for the engagement was reported as fair. Attendance was large on opening Friday and Saturday nights when the weather was cool but clear. For an opening date the show looked remarkably compact and orderly. When weather permitted paint was applied to those units which hadn't been treated in quarters. Neon is more plentiful than
(See WORLD OF MIRTH on page 60)

Hyde in Successful Chase City Starter

CHASE CITY, Pa., May 11.—Coming from Norwood, N. C., quarters, Eric B. Hyde Shows' initial 1940 stand got under way on April 27 under fire department auspices. Weather was clear and cool, but business was up to a standard and launching was successful. All attractions were located on the lot opposite the Mecca Theater, downtown. Lot, however, was too small to accommodate the Side Show, one ride and some concessions. General Agent Herbert Wiggins did a good job of advance preparations,
(See HYDE SUCCESSFUL on page 56)

Moberly Okeh for Imperial

MOBERLY, Mo., May 11.—Imperial Shows, under management of Edward A. Hock, wound up the eight-day inaugural stand here on April 28 to fair results despite rain and cold weather. Shows have been enlarged over other years and present a good appearance. Much new canvas and many banners have been added. Octopus arrived in time for opening. General Agent Louis Berger returned here for opening and free attractions. Capt. E. H. Hugo and Tommy and Betty Forrest, Sky Dancers, clicked.

Ripley's New Oddities

NEW YORK, May 11.—Ripley's Odditorium on Broadway was scheduled to install new acts last week-end. Among them were Gladys Faubell, ventriloquist; King Jax, one-man band; Charles J. Heath, musical doctor; Jack Durant, contortionist; Habib, Egyptian fire-eater; Ben Kazemier and his Indian Haill Mynah birds; Hanka Kelter, long-haired woman; Ellis Phillips, human pincushion; Nerieda Caswell Ward, sword swallower, and Freda Pushnik, armless and legless.

ABOUT 120 MEMBERS of combined W. W. Workman Tent, Richmond, Va., and Will Rogers Tent, Petersburg, Va., of the Circus Saints and Sinners, were guests of John H. Marks, owner of the Marks Shows, on the night of April 30 during the West Broad street location engagement in Richmond. Before the "Grand Opening Spec" was staged around the midway, the members, headed by Charles A. Somma, manager of Virginia State Fair; Clarence T. Riddick, assistant fair manager; W. T. (Bill) Homburg, Jack Lyons, Fritz Sitterding and other prominent members of the combined chapters were photographed in front of the main entrance, grouped around and perched on top of the three John Robinson Military Elephants. After an evening of festivities the Saints and Sinners were guests of Owner Marks at a typical cookhouse beefsteak supper, served at midnight. Manager Marks was recipient of a huge floral offering from the members. Photo by Art Clark, "Life" magazine.

MSWC Is Host At Dinner Party

ST. LOUIS, May 11.—Missouri Show Women's Club, with Nell Allen as official hostess and Viola Fairly, emsee, played host at a successful bridge party and dinner in American Hotel here the afternoon of May 2.

Members of various shows in the vicinity in attendance were Lelia Gerety
(See DINNER OF MSWC on page 56)

Happyland Unit Registers At Royal Oak Engagement

ROYAL OAK, Mich., May 11.—Happyland Shows' small unit, including 8 rides, 2 shows and 20 concessions, opened its spring tour here on April 19 at Woodward avenue, under American Legion Post auspices, and chalked satisfactory business for the stand, which closed on May 1, reports V. L. Dickey. Shows have two more spring dates scheduled before
(See HAPPYLAND UNIT on page 58)

Stratton Joins ACA Staff As Publicist; Dadswell Out

CHICAGO, May 11.—Sam R. Stratton, who handled publicity for the John Barrymore show last season and prior to that was publicity man with the
(See STRATTON JOINS ACA on page 60)

West Breaks Even In 2 Weeks' Play On Nashville Lots

NASHVILLE, Tenn., May 11.—West's World's Wonder Shows' second of a two-week engagement here, which ended last Saturday, was below the excellent business registered during the first week in Centennial Park. For the final stand shows moved to Nolensville showgrounds, opposite State Fair grounds Weather
(See WEST IN NASHVILLE on page 58)

Heller's in Debut At Lawrenceville

LAWRENCEVILLE, Va., May 11.—Heller's Acme Shows opened their season here on April 22, cold weather and poor business forcing an early closing the first night. Shows are shaping up in good style and President Harry Heller super-
(See HELLER'S DEBUT on page 53)

Alton's Silver State Gets Okeh Results Near Newhall

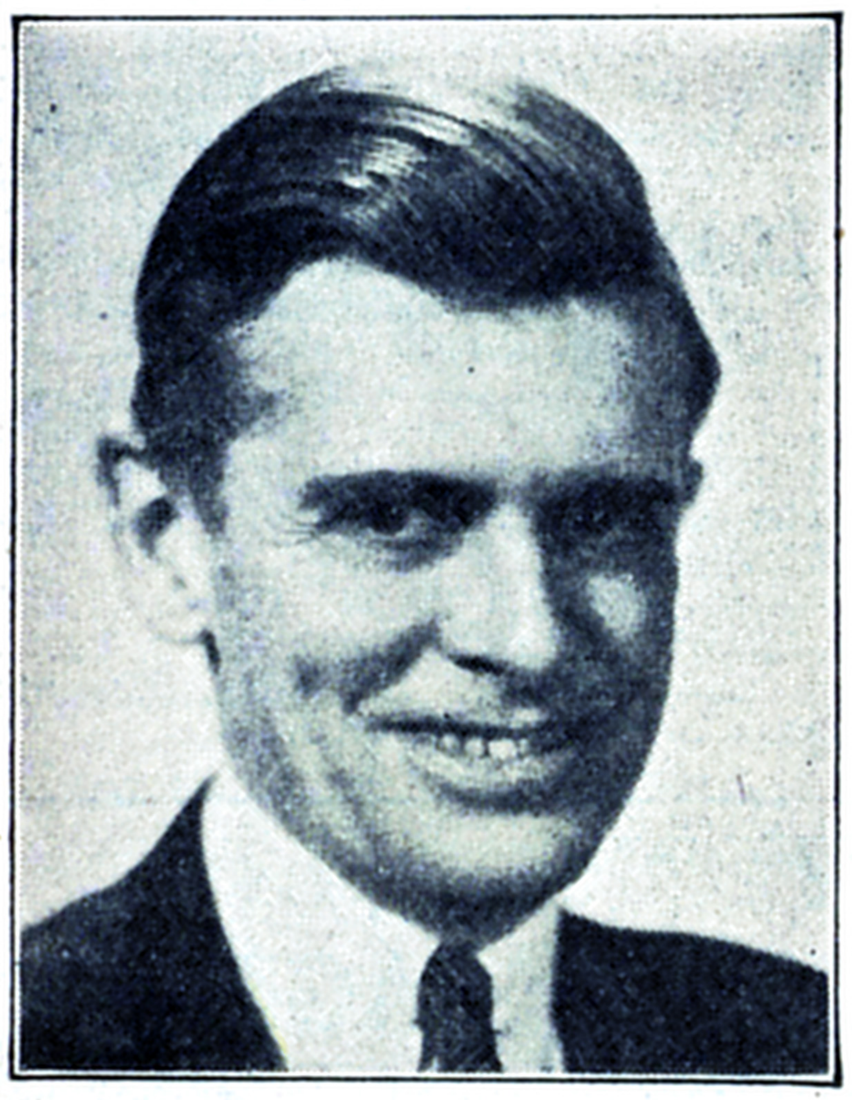
NEWHALL, Calif., May 11.—Reorganized for its long summer trek, C. H. Alton's Silver State Shows opened at a point near the rodeo grounds between
(See SILVER STATE on page 60)

League Takes Steps To Pick Site for a Showmen's Home

CHICAGO, May 11.—With a committee appointed and now actively engaged in investigating possible sites, a Showmen's Home of the Showmen's League of America is well on its way to establishment. Feeling that the urgent need of such a home has become very apparent during the last year and, with a substantial fund already available, the league decided it was time to go ahead with definite plans for the location and building of the home. A committee was appointed with instructions to immediately start an investigation to determine the best location.

J. C. McCaffery, past president of the league, heads the committee, which includes Fred H. Kressmann, Dee Lang, Charles T. Goss, Senator Clyde Burd, Morris A. Haft, Sam Solomon, Frank B. Joerling and S. T. Jessop. Sentiment appears to favor Hot Springs, Ark., as site for the home. Its equable climate, central location and various other advantages commend it for consideration, it is pointed out.

Just what form the home will take has not yet been decided. It was suggested some time ago that a series of cottages be built on land to be acquired by the league. Several members have signified approval of this plan and have indicated that they each would be willing to donate an amount sufficient to build a cottage. In the event such a plan is adopted, the number of cottages could be increased as occasion demands. It is expected the committee will report on proposed location in the near future.



SAM R. STRATTON, who has joined the staff of the Amusement Corp. of America to be in charge of publicity for the Royal American Shows. He succeeds Jack Dadswell, who has left the ACA. Stratton handled publicity for the John Barrymore show last season and is a former publicity man of the Ringling-Barnum circus.

Bantly's Official Weirton Inaugural Gets Fair Results

WEIRTON, W. Va., May 11.—With rain and cold most of the engagement, Bantly's All-American Shows' official opening on Fort Steuben Bridge showgrounds here, April 25-May 4, resulted in fair business. Sponsored by Employees' Security League of Weirton Steel Co., shows got off to a good start the first three days, after moving in from a flooded lot in Reynoldsville, Pa., the rallying stand. Local lot was in bad shape when shows arrived but thru efforts of Committee Chairman Claude Conway, Jim McHenry and crew, org was able to set up with little difficulty.

Presenting an attractive nocturnal appearance, shows, featuring plenty of light, were visible for miles. Show has been reorganized and improved over last year and Herman Bantly continues as general manager. Others on staff are Harry E. Wilson, assistant manager;
(See FAIR FOR BANTLY'S on page 58)

Bazinet's Initial Date Good Despite Inclement Weather

MINNEAPOLIS, May 11.—Inclement weather and a small, but good spending crowd greeted Bazinet Shows' opening here at the Parade Grounds, under American Legion Post auspices on April 20. Shows have been augmented and a new Octopus and Stratoship have been added to the ride line-up.

Fred G. (Blacky) Miller, foreman, is putting rides, trucks and other equipment in shape for the road and is being assisted by Swede Hanson, electrician; Speed Paulson, Octopus foreman; Bernie Crisman, Merry-Go-Round foreman, and
(See BAZINET OPENING on page 53)

Cumberland's Tenn. Get-Away Satisfies

SOUTH PITTSBURG, Tenn., May 11.—Large crowds and good spenders greeted Cumberland Valley Shows at the 1940 debut here on April 27, reported Blacky Gonzales. Organization is in good shape and presents an attractive appearance. Staff includes Ellis Winton, owner; Mrs. Verna Winton, secretary; Robert Hallum, business manager; Ray Shumaker, ride foreman; Blacky Gonzales,
(See CUMBERLAND IN TENN. on page 60)

Pryor's All-State Debut Stands Are Satisfactory

OAK HILL, O., May 11.—Pryor's All-State Shows moved in here last Saturday for a week's engagement after opening the tour in Peebles, O., on April 27 to good crowds and business despite cool weather. All rides, shows and conces-
(See PRYOR'S ALL STATE on page 53)

Elite Expo Finishes Okeh In Kan.; Roster Announced

COFFEYVILLE, Kan., May 11.—Rain every day and cold every night prevailed for Elite Exposition Shows' stand which ended here on April 27. Business, however, was good considering adverse conditions. Roster, as announced by Don Foltz, includes Charles Rotolo, owner-
(See ELITE EXPO OKEH on page 56)

—Be Safe Than Sorry—

In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Contracts."

Club Activities

Showmen's League of America

Sherman Hotel
Chicago, Ill.

CHICAGO, May 11.—Regular meetings are disbanded for the summer and, as per cutom, will resume in October. Rooms are open daily and members are welcome at all times. Past President McCaffery and his Showmen's Home committee got to work promptly. Funds collected as a reward in Cliff Jewell murder case have been returned to donors. George Olmstead, of Sterling, Ill., visited and reports a pleasant winter on the West Coast. John Sloan attended the final meeting. Doc R. Dobbs came in from the Coast with his dog and says he'll spend the summer in these parts. Bob Costell returned to town and called and Ned Torti stopped, en route home from the South. George Lewis, Prince Omar to you, is back in town.

Edgar (Rumbling Red) Hart, in town for call, returned from services for Mrs. Hart, who died recently. He says he will rejoin Royal American Shows soon. Jack Duffield is back after a flying trip. Bob Lohmar and Larry Hogan are in and out of town. Sam J. Levy came in for an evening and said he will soon be starting work on preliminaries for 1940 banquet and ball to be held December 4. Bill Carsky and Morris A. Haft left on an Eastern trip. John Courtney is working on a new ride. Carl J. Sedlmayr, E. C. and C. J. Velare were in town but departed as soon as their work was completed.

President Frank P. Duffield writes that he expects to spend some time here after opening of the New York World's Fair. Sad news of the death of Brother W. R. McCurdy, a life member, was received here May 3. Prompt action by the league resulted in the remains being sent to Tulsa, Okla., where he was buried in the family plot.

Ladies' Auxiliary

Members partook of a delicious dinner in the Malaya Room, Sherman Hotel, Chicago, on May 9. After dinner all retired to the clubrooms for the final meeting of the season, with First Vice-President Mrs. Joseph L. Streibich presiding in the absence of President Ida Chase. Bunco and cards were played after adjournment. Beautiful prizes were awarded.

Sister Ethel (J. C.) Weer is now on tour, as is Mrs. Tom Rankine. President Chase left Los Angeles and is en route to Denver. She anticipates returning here in about a week. Members recuperating at home are Frances Barth and Mrs. Al Miller. Socials will be held as usual until further notice. All mail should be addressed to Ladies' Auxiliary, Showmen's League of America, Sherman Hotel, Chicago, Ill.

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24x36 Corn Game Top, good condition.
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NEW YORK, May 11.—At opening of Palisades Amusement Park NSA was well represented. Among those present were Sam Rothstein, George Bernert, Daddy Simmons, Leo Poorvin, Al Katzen, Happy White, Sam Finkel, Paul Spitzer, John Liddy, Charlie Holtz, Andre Dumont, Mack Goldberg and a large contingent of the Ladies' Auxiliary.

On sick list are Adolph Schwartz, Lenox Hill Hospital; Max Friedman, Israel Zion Hospital, and Francis Anderson, Mercy Hospital, Baltimore. Visits and letters from members and friends would be appreciated. Sympathy was extended to Maurice Levy on the passing of his father.

Art Lewis Shows' first date in this vicinity as a railroad show was at Hawthorne, N. J. Show ran the first jamboree of the season on May 9, benefit of the NSA Fund. President Max Linderman and Past-President George Hamid were to attend, together with Vice-President Jack Rosenthal, Secretary Sam Rothstein, Treasurer Jack Greenspoon and Counselor Max Hofmann. Assistant Treasurer Bill Bloch has opened his carnival to good business, playing lots around Northern New Jersey. The B. & V. Shows, currently at Fort Lee, have promised the organization co-operation, and with Jack Feldburg in charge of concessions and Jackie Owens on the lot club is confident that Mike Buck's and Justin Van Vliet's show will come thru 100 per cent.

President Max Linderman visited clubrooms this week en route to Canada and announced he was pleased with preparations being made for NSA Day on May 15. Paul McKee's restaurant opposite Palisades Park has become the stopover spot for NSA members visiting the park and driving thru that section of Jersey. J. W. (Patty) Conklin records his appreciation of the wire sent him on his opening and reports nice weather and good business. He expects to visit New York around May 15.

Ike Weinberg opened with George Traver Shows in Manville, N. J. Ike is going out after a Life Membership this year and has already started lining up new members. Charlie Rubenstein was highly elated over the distinguished visitors he had at his museum at 125th street, same being Heavyweight Champion Joe Louis and the colored comic, Rochester. They gave Charlie's shooting gallery a great play and police reserves had to be called out to take care of the crowds. Trustee Max Schaffer, large operator of sportland museums in the city, reports favorable business. Banquet Chairman Irving Rosenthal is readying his campaign for the coming banquet to be held at the Astor Hotel on November 27.

Now that the season is open, members are reminded that dues are always in order. If you do not hold a card certifying that dues are paid up to July 15, 1940, you are not in good standing. Past President George A. Hamid, pledged to enroll at least 25 new members this season, has already sent in the following: James A. Davison, G. W. Christy and Roland F. Tiebor. Birthday congratulations to Paul L. Miller, Harry Brill, May 15; Joe Relmutt, 16; Joseph Salerno, Irish Horan, 17; Oscar C. Buck, Dr. Morris Brinker, Joseph Allen, 18; F. Percy Morency, Victor Kay, Ralph G. Lockett, William G. Lish, 19; Max Hofman, 21.

Ladies' Auxiliary

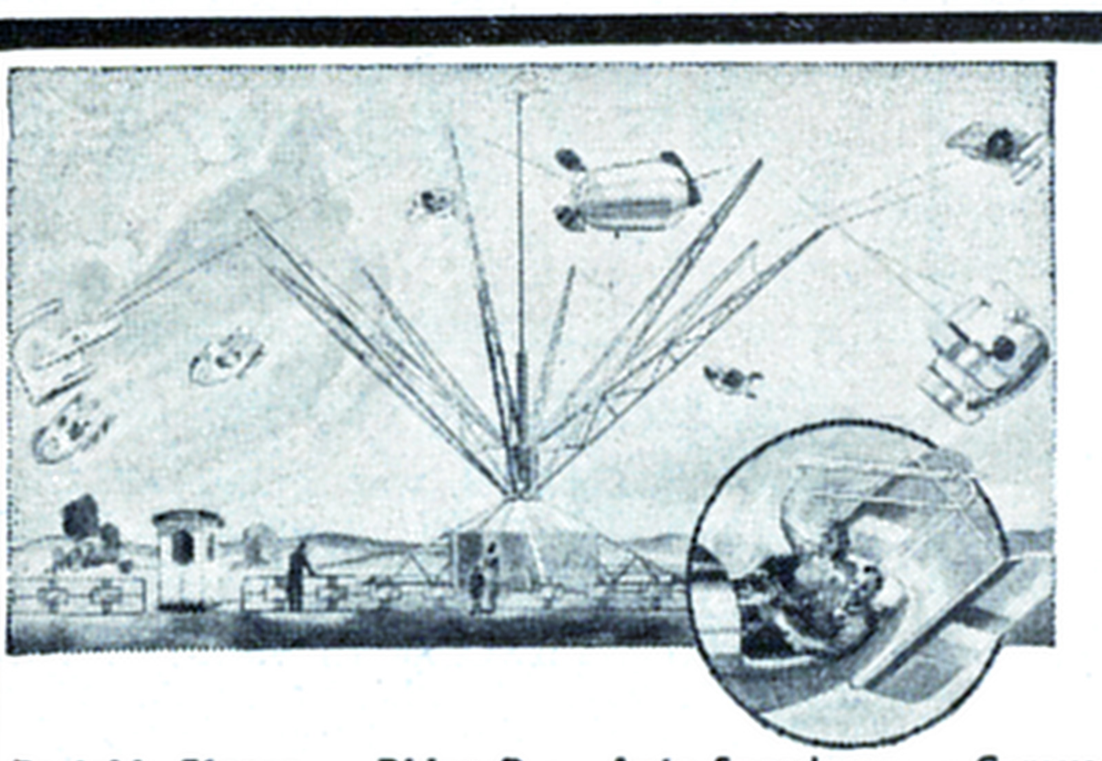
Afghan award was such a success that members asked to have it repeated. Sister Fanny Linderman is active in sending dues from delinquent members and signing up new ones. She expects World of Mirth Shows to be 100 per cent NSA. Leah Greenspoon and committee deserve a lot of praise for the efficient manner in which they put over the Strawberry Festival. Marie Nesselbach has been proposed by Lillian Tobias and Valeria and Angela Antalek by Bess Hamid. Sister Ethel Purtle is in Frankford Hospital, Philadelphia.

Heart of Amercia Showmen's Club

Reid Hotel

KANSAS CITY, Mo., May 11.—Numerous shows are playing this vicinity, braving the elements and getting one or two nights' play on the week. Mel Vaught's State Fair Shows moved to Leavenworth, Kan., while P. M. Jones' Greater Shows played Buckner, Mo. Al Baysinger Shows were in Warrensburg, Mo., and Al and wife came here on business. Noble Fairly and Phil Little, owners, Fairly & Little Shows, came in on a business trip.

Harry Altshuler, Doc Davis and Frank Capp visited Sunset Amusement Shows in Richmond, Mo., and Jones Shows at Buckner. Sunset Amusement Co. played North Kansas City this week. It is rumored that the Banquet and Ball Committee found a location for the annual event which will be held as usual on New Year's Eve.



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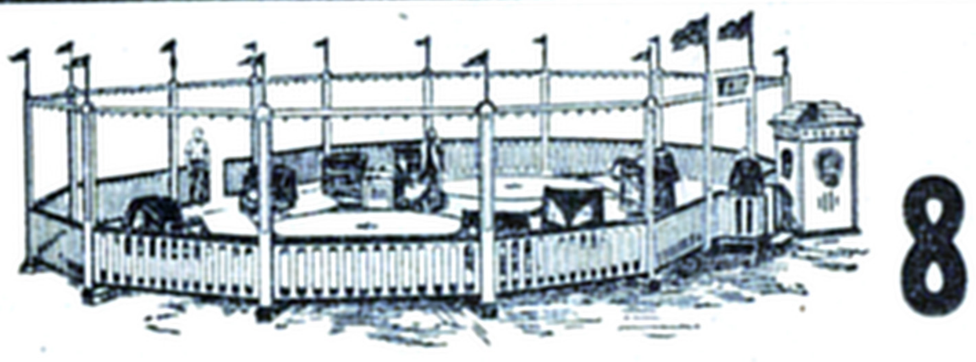

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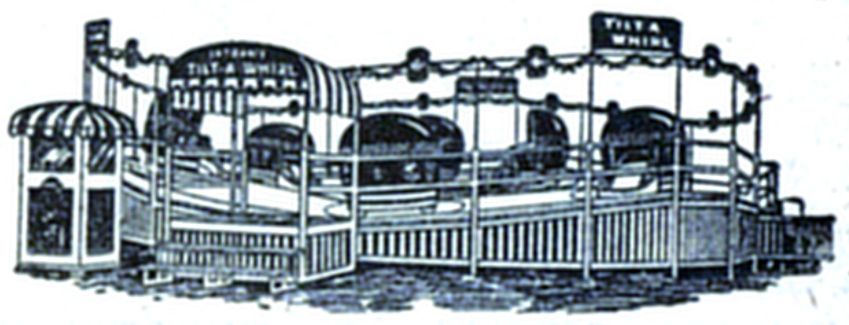

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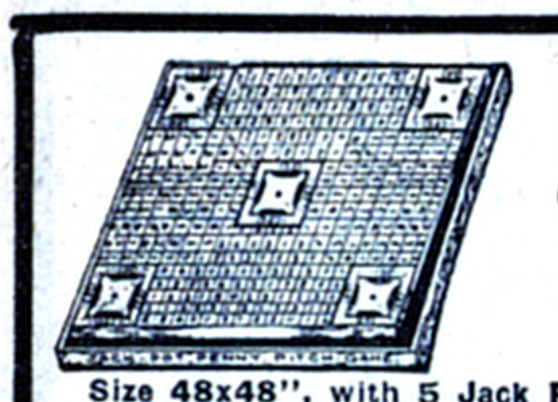

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Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

MIDWAYS make good mudders.

* * *

JEAN ROBERTS was guest of Mrs. Elliot and Robert Dixon on Elite Exposition Shows in Coffeyville, Kan.

* * *

AMONG VISITORS to Bantly's All-American Shows' midway in Weirton, W. Va., were Harry and Sue Copping.

* * *

SIGNING for the season with Lillian Sheppard's Rainbow Frolics on Sol's Liberty Shows in Mattoon, Ill., was Pearl Lawson.

* * *

"CAN place good-looking young girls for revue. No time to dicker."

* * *

REPORTS from Deer Lodge, Mont., indicate that Walter Cowling is ill in a hospital there and would like to read letters from friends.

* * *

CARLSON SISTERS, Flo and Dot, fat girls, are doing a boxing act in their show on Bantly's All-American Shows, reports L. C. (Ted) Miller.

* * *

SOUND-TRUCK OPERATOR Ray Fulton joined Sol's Liberty Shows in Mattoon, Ill., going there from San Diego, Calif.

* * *

WISE is the show manager who knows where his money is going—wise or otherwise.

* * *

bin, Ky., that his organization has been contracted for the summer by Convention Shows.

* * *

AFTER FIVE YEARS on the road Mrs. Marian Wilson is operating a ball game on Lee United Shows, reports Agnes Yurk. Mrs. Wilson's son, Raymond, is not with her.

* * *

FORMER ride owners, Nick Nicholson and wife, Wilma, are operating an apartment house in Yakima, Wash., and visited Patrick's Greater Shows, which played the Washington city recently.

* * *

IT ISN'T what is grossed that counts; it's what doesn't have to be kicked back that adds up.—Smackover Slim.

* * *

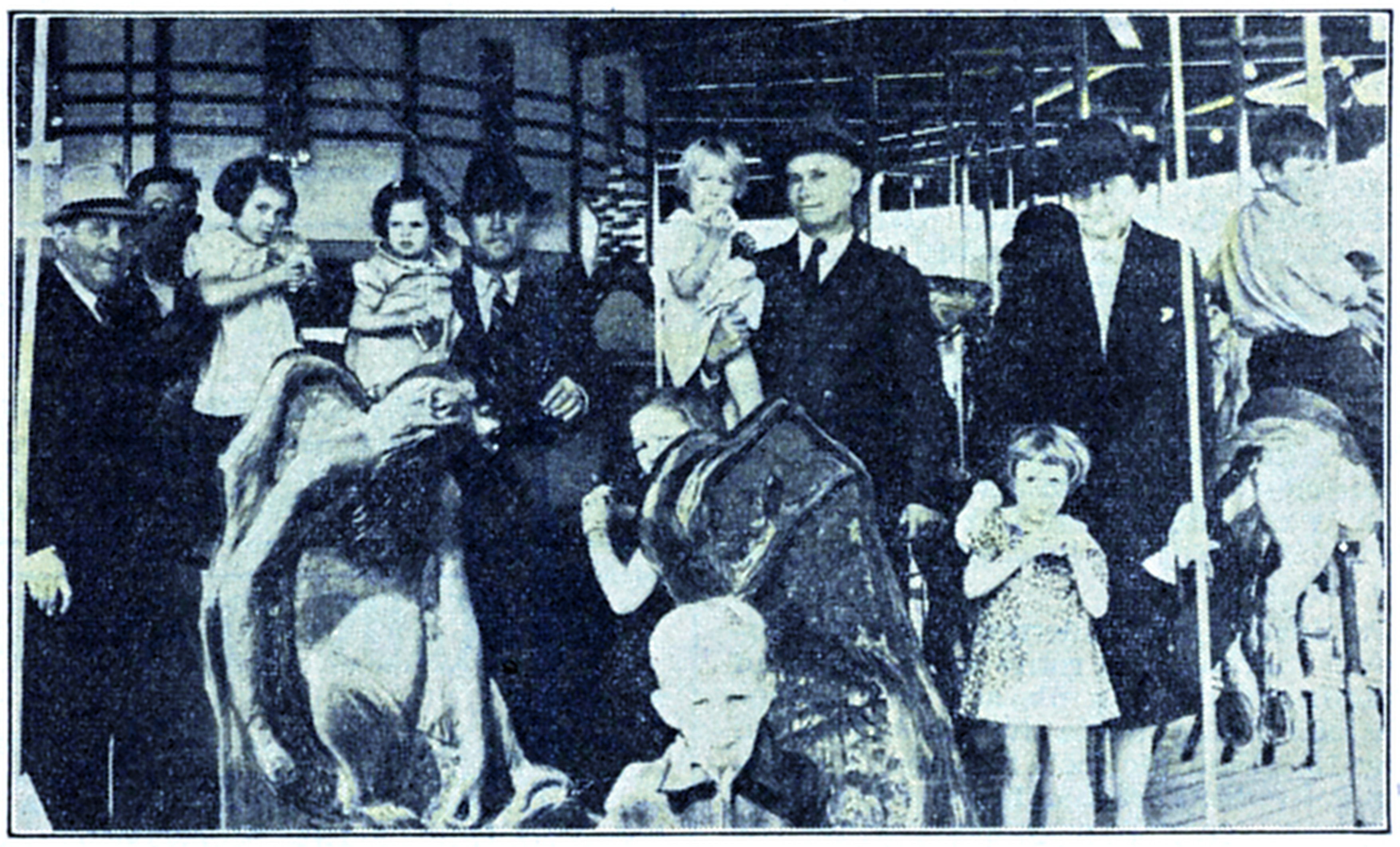
FRANK ZORDA is with Art Converse Side Show on Art Lewis Shows with magic, sword box and palmistry with Lady Crystal. He also handles inside lectures.

* * *

J. (HINKY) WYLIE cards from Bristol, Va., that he rejoined C. J. Rush to produce his Burlesk Show on J. J. Page Exposition Shows for the third consecutive season.

* * *

KARLENE, Australian Wonder Girl, is featured in the annex of Betty-John's Side Show on Great Sutton Shows. Robert N. Maynard is manager of Karlene attraction.



LITTLE RESIDENTS of Spartanburg (S. C.) County Children's Home were guests of Lawrence Greater Shows, Inc., during the Spartanburg engagement. When this photo was taken on the Merry-Go-Round many of the orphans were enthusiastically riding it out. Left to right: Sam Lawrence, general manager of the shows; Mayor Woodworth; Commander C. B. (Jack) Kendrick, Frank Montgomery Chapter No. 3, Disabled American Veterans, and Mrs. Virginia McElmurry, orphanage matron.

AFTER spending the winter in Florida and Georgia Mr. and Mrs. Jay Williams, Hubert Clark and Oscar Newton have returned to F. H. Bee Shows.

* * *

FOR THE PAST four seasons side-show operator on Zimdars Greater Shows, Sailor Harris is now with Al Baysinger Shows.

* * *

JOINING Richardson cookhouse crew on Hilderbrand's United Shows No. 1 Unit in San Luis Obispo, Calif., recently was Frank Graham.

* * *

WHEN a small gilly show follows a big railroad show into a medium-sized town—well, what do YOU think?

* * *

MR. AND MRS. C. WITHERBY joined Mr. and Mrs. Earl McCann's Athletic Arena on Hilderbrand's United Shows No. 1 Unit in San Luis Obispo, Calif.

* * *

JOINING Capt. Bud Turners' Wall of Death Motordrome on John H. Marks Shows in Richmond, Va., as featured rider, was Joe (Smokey) Allen.

* * *

ALTHO forced to close at the blackout hour, British traveling showmen already on the road have had good business, according to reports from London.

* * *

COOKHOUSE Gossip: "Our g. a. went to the ball game last Sunday when he should have been back on the show to listen to the squawk department."

* * *

BANDMASTER of the unit bearing his name, Walter Lankford cards from Cor-

* * *

THAT helluvaflash isn't always a helluvalot of good if it creates a helluvalot of trouble with a helluvalot of decent people.—Milo McGoof.

* * *

THE THUNDERBIRDS, aerialists, rejoined White City Shows in Durango, Colo., and were welcomed by snow and cold weather, reports Pat King. Peggy Cogswell rejoined the act from Boston.

* * *

MR. AND MRS. LEO BERRYHILL report they have their new Skooter ride booked with Great Lakes Exposition Shows. Clayton Remington is assisting them.

* * *

JACK AND LOUIS AUSTIN, after 10 years with carnivals, have settled in Memphis, where Jack has a salesman's job with a bottling company. He's also giving lessons in wrestling.

* * *

WHEN one knocker leaves a show another usually joins to take his place. Maybe they just switch locations for the season.—Oscar, the Ham.

* * *

BECAUSE of inclement weather Mighty Monarch Shows decided to remain another week at their location in Pennington Gap, Va., reported O. C. (Heavy) McClellan.

* * *

SPECIAL AGENT of United American Shows, Bob Fox, cards he's billing within a 25-mile radius of Marshalltown, Ia., for the Tall Corn Exposition to be held on the streets there.

FORMER Warren, O., newspaper man Frank zo Pette is doing a good press-agenting job on Bantly's All-American Shows as was evidenced by the amount of space and tie-ups given shows in Weirton, W. Va.

* * *

"FIRST time in two seasons that I got a decent location—and now it rains! If they'd placed my store in the back end, where it's high and dry, I could still work."

* * *

MARY ELLEN HUBER, of Bantly's All-American Shows, celebrated her 22d birthday anniversary on May 3 with a party in her trailer, while shows were playing Weirton, W. Va. She received many gifts.

* * *

WILFRED PETERSON, of Pony Express Ride on Patrick's Greater Shows, was taken to Tacoma, Wash., to undergo an appendectomy while shows were playing Yakima, Wash., recently. He's reported to be recovering.

* * *

MANAGER of Death Takes a Holiday on Bantly's All-American Shows, Bud Rilce recently took delivery on a new set of banners from O'Henry Tent and Awning Co. while shows were playing Weirton, W. Va.

* * *

MANAGER of Famous Pinhead Shows declares this spring has been the toughest ever. His ball and chain has been able to buy only three pairs of new shoes since the season opened.—Annie Fay.

* * *

ART CLARK, staff photographer of *Life*, spent several days and nights on John H. Marks Shows in Richmond, Va., shooting midway scenes, with Clyde Davis' Revue getting a heavy play, reports Walter D. Nealand.

* * *

ABOUT 50 children from Hellenic Greek Church and many orphans from Methodist Home, Richmond, Va., were guests of John H. Marks Shows during

Always Dependable

No. 5 BIG ELI Wheels lead the parade of good ride investments. New purchasers this year include: Claude N. Hill, Harry Winters, W. A. Schafer, Arthur Fritz, James Chanos, Marie Kaus, Cecil Horton, Sam Mechanic, Ben Merson. Buy a No. 5 BIG ELI for lifetime profits.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Avenue, JACKSONVILLE, ILL.

BUCKETS

Penny Pitches, Skillos, Wheels, Bingo Blowers, Coupon Blowers, Roll-Downs, Brazilian Boards, Tracks, Fine Midway Games. Complete Line. Catalog Free.

POP BAKER
2907 W. Warren, Detroit, Mich.

KWIKUP CONCESSION STANDS

Best For 25 Years

MANY SIZES Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its flashy Orange and Black Stripe stops the crowds. Circular and canvas samples free.
THE MONROE CO., 35 Bridge St., COLFAX, IA.

Snow Ball
ICE SHAVERS
All Sizes, Both Hand and Electric.
CLAWSON MACHINE C
Box 22, FLACTOWN, N

the final week there, which ended on May 4.

* * *

JOSEPH McENTEE cards from Philadelphia: "Endy Bros.' Shows ran an ad in *The Philadelphia Inquirer* last week, which is something new for a carnival playing our city. I'm almost sure that Endy Bros. are first to do this."

* * *

WAR NEWS and war-front pictures sure are a headache to press agents. Even a clem on a midway would be considered tame news of no interest.—Six-Syllable Webster.

* * *

JOE BROWN and His Radio Gang, 275 strong, were guests of John H. Marks Shows in Richmond, Va. All visited shows and rides and partook of refreshments served by the management, reports Walter D. Nealand.

HAVING SIGNED their penny pitch, doll rack and several other concessions with Snapp Greater Shows, Mr. and Mrs. J. A. Waters joined in Danville, Ill. Mrs. Waters is rapidly recovering from an operation she underwent in Danville.

* * *

"JUST RECEIVED new life-size photos to add to front of my Harem Show," letters Pinky Pepper, Smith's Greater Atlantic Shows, from Chatham, Va. "Linda Lopez is featured inside in her Dance of the Pyramids. Tex Putegnat manages the front."

* * *

A G. A. WHO built up a show from scratch without a single word of praise from the owner, who continually cried the blues to him, says he is now wondering who has been appointed Official Listener.

* * *

WHILE PLAYING the Lamb Derby, Willows, Calif., Thomas H. (Pop) Bailey's Girl Show on Martin's United Shows, provided entertainment at a party held by the Whiskeroons, local club. Appearing on the program were Vickie Dare, Ruby Conley and Peggy Lyons.

* * *

RUSSELL STEWART is in Memorial Hospital, Sheboygan, Wis., with a strep infection, reports R. Carroll. Stewart has been in the hospital three weeks and, according to reports, will remain some time. He'd like to read letters from friends.

* * *

MANAGER of Athletic Show on Elite Exposition Shows, John Ellis, who has been ill several weeks, was rushed to General Hospital, Kansas City, Mo., on May 4 to undergo treatment, reports Don Foltz. He'd like to read letters from friends.

* * *

ON CLOSING day of our opening stand the cookhouse operator got so excited when a dollar bill showed up that he punched 16 times in it before he discovered it wasn't a real ticket.—Cat Rack Annie.

* * *

TROUPERS with circus and carnivals for a number of years, Don and Maude Montgomery entertained Leon and Peggy Blondin and Walter D. Nealand at a dinner at their chicken farm near Richmond, Va., while John H. Marks Shows were playing the Virginia city.

TIGE HALE tells from Fairmont, W. Va.: "Band is coming along fine on Gooding Greater Shows. Now have nine men and use three cars for transportation and 10-passenger sleeping trailer for bandsmen. Have been making parades daily in Gooding's new band wagon, and new uniforms arrived."

* * *

"OPENING in Battle Creek, Mich., was successful from a weather and business standpoint," advises Harvey (Doc) Arlington, secretary-treasurer of Motor City Shows. "Shows played six weeks in Detroit to rain, snow and cold and it's pleasing to see some sunshine and dry lots."

* * *

HE MAY be the swellest lad in the world, the most loyal boy who ever worked for you —but that doesn't entitle him to sit in a ticket box wearing a torn sweater and a dirty shirt.—Cousin Peleg.

* * *

VISITORS to P. S. McLaughlin Shows in Ossining, N. Y., included Buster Gordon, Ray Highsmith, Wilbur Hons, Whitey Brown, Mr. and Mrs. George Travers, Mike Centenni, Stack Hubbard, Sam Prell, Harry Kaplan, Jack Daverin, Daddy Simmons, Frank and Harry Rappaport and Mrs. Al Young.

* * *

MORE THAN 100 members of Will Rogers Tent, Petersburg, Va., and W. W. Workman Tent, Richmond, Va., Circus Saints and Sinners, were entertained at a banquet in Mike Roman's cookhouse on John H. Marks Shows on April 30, when Owner Marks was host at a Circus Night on West Broad street showgrounds, Richmond.

* * *

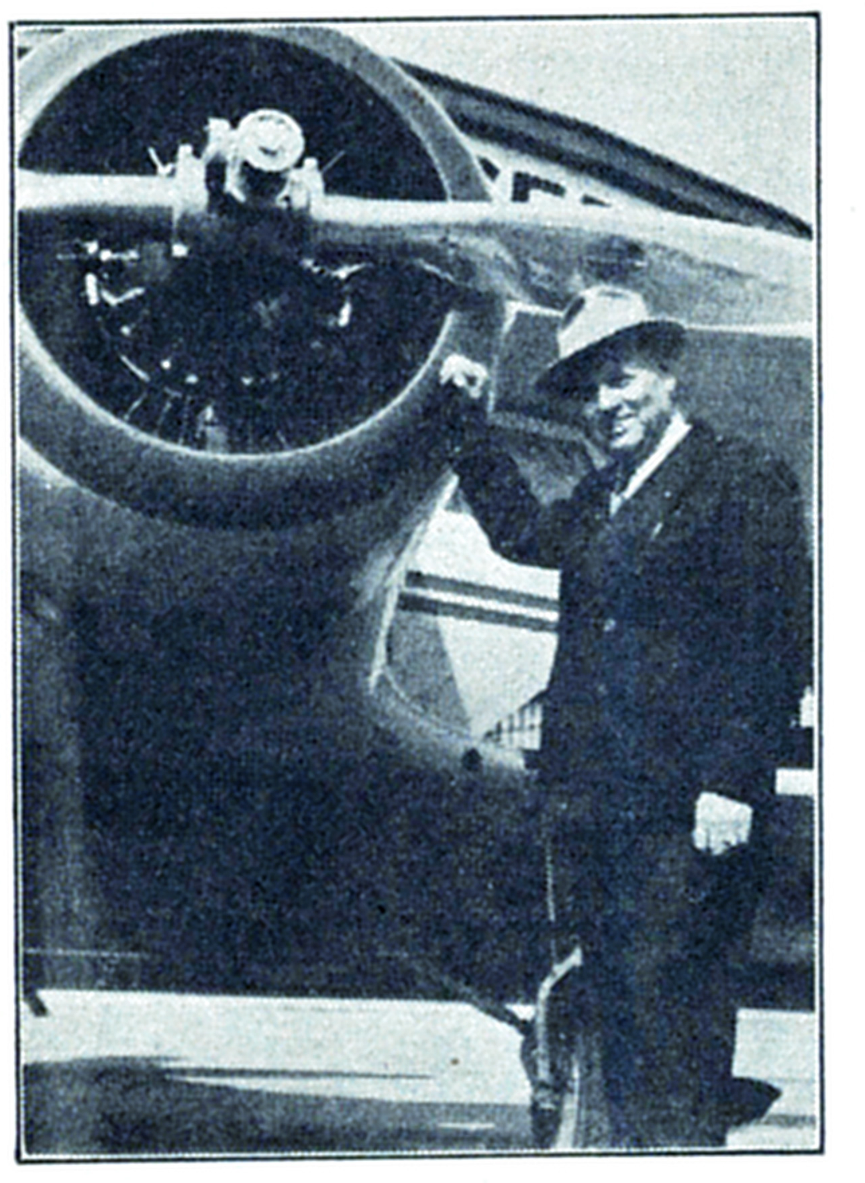
WHILE Lawrence Greater Shows were playing Lexington, N. C., women members tendered Mrs. Allen, wife of Eddie Allen, concessioner, a surprise shower in the Casino Top. About 54 attended and Mrs. Shirley Lawrence was emsee. Cakes were baked by Mrs. Ray McWethy, of the bingo game, and Mrs. Madeline Smith, ball game operator. Refreshments and a buffet lunch were served.

* * *

DUE TO disappointment, I can place a young long-haired Indian with ample supply of soap. I have wrappers for over half a million bars. State whether you have transportation for two. Object of this ad—partnership.—High Pitch Hank.

* * *

GILT EDGE Shows' Notes from Byromville, Ga., by Charles (Bounding) Johnson: Business here has been satisfactory, and Sterling Shipley and Mr. Fordham are away on booking trips. Al Van Meter, with high striker, joined here and will be electrician. Mrs. Van Meter will operate penny pitch. Joe Lazell added another concession, and Doc Anderson joined with two concessions. Weather has been good.



PROMINENT AIR-MINDED West Coast showman, O. N. Crafts, owner of Crafts Enterprises, recently purchased a new plane in which he and Mrs. Crafts will leave soon for a cross-country jaunt to visit the New York World's Fair and carnivals en route. Said to be a crack pilot, with thousands of flying hours to his credit dating over a period of 10 years, Crafts also uses planes to fly on business trips to the three shows operated by his organization. Equipped with a 450 h. p. Wasp motor, the new plane is said to be capable of attaining speed of 250 miles per hour.

"I'M BACK in Veterans' Hospital again," pencils W. E. (Doc) Stanley from Legion, Tex. "Came in from Corpus Christi, Tex., and stopped at the Battle of Flowers, where I saw several friends on the Rubin & Cherry Exposition. Also visited with Jack Ruback, owner-manager, Western State Shows. Richard H. Stewart, old-time trouper, also is here. He's pretty sick and would like to read letters from friends.'

* * *

WHILE PLAYING San Luis Obispo, Calif., with Hilderbrand's United Shows No. 1 Unit, Reggie Marion entertained a group of friends at a swimming party at San Luis Hot Springs. Among guests were Mrs. Mae Stewart, Lorraine Miller, Marie Hanks, Tonto Nunn, Thomas Miller, Al and Alberta Keenan, Chet Barker, Henry Timm, Gil Attel, John Hobday, Manfred Stewart and Walton de Pellaton.

* * *

IN REBUILDING the front to my girl show, I took the high walk-over steps and platform away to let the patrons walk in from the ground. The high walk-over was too conspicuous for those ashamed to be seen going into my show.—Bass Drum Larry.

* * *

WHILE WEST'S World's Wonder Shows were en route from Nashville to Jackson, Tenn., on May 5 a surprise party was tendered Mrs. George Hirshberg in celebration of a birthday anniversary. Mrs. Hirshberg was recipient of numerous gifts and among those present were Mr. and Mrs. Frank West, Art and Myrtle Courtney, Dee Carroll, Helen and Jerry Rollins, Eddie Eger, Ethel Clarke, Mary Casey, Kay and Louis Weiss and Frank LeBarr.

* * *

WELL-KNOWN cookhouse concessioners at Michigan and Wisconsin fairs, Mr. and Mrs. Ralph Stevens are in County Hospital, Noblesville, Ind., with injuries sustained in an auto accident near there. Stevens sustained a wrenched back and several broken toes, while Mrs. Stevens suffered head injuries, broken leg and arm and deep cuts. They will be removed to Danville, Ill., as soon as their condition permits, reports Ercell C. Maiden. They would like to read letters from friends.

* * *

IN THE FRONT YARD of the Big Eli factory in Jacksonville, Ill., very close to the front office door, stands the late W. E. Sullivan's first creation in a Big Eli Wheel, Serial No. 1, 1900 model. It was truly a hand-wrought work, improved in the following years, but the main structure and the idea never changed. It is the Eli Bridge Co.'s intention to finally finish this wheel with a set of seats and power equipment similar to Sullivan's first efforts. That's Eli's monument to the inventor of the Big Eli, and as long as the company exists the wheel will be cared for, frequently painted and will stand as a memorial to him.

* * *

DON'T make any big investments on the easy-payment plan in summer unless you are sure you can meet those easy payments in winter. You know the boss really isn't responsible for your bad buys when nothing is coming in.—Colonel Patch.

* * *

OHIO VALLEY SHOWS' Scottsburg, Ind., notes by Bee Ohlund: Shows played on downtown lot, two squares from Courthouse on the main street, and Monday and Tuesday nights were good. Wednesday night was lost to rain and cold. Roy LeRoy joined with pop corn and bowling alley. Frank Tanner has photo gallery and two ball games, and Al Ohlund has pitch-till-you-win and cigaret shooting gallery. Edwin Noe has penny pitch, while Charles Scott is operating his country store. Others operating concessions are Gladys Conner, bumper; Ma Sickels, fishpond and cane rack; Ed Sickels, darts, and Mrs. Walker, hoop-la.

* * *

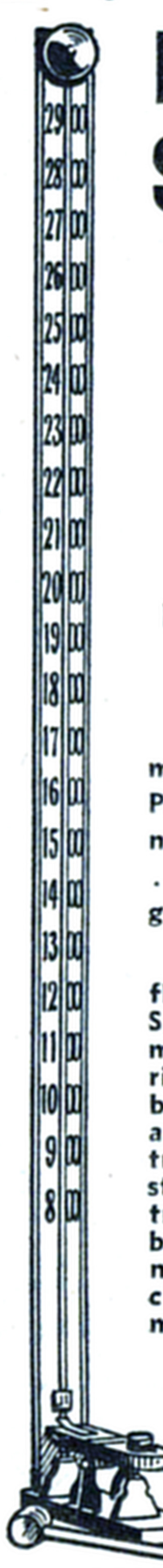
ROSTER of Hall of Oddities on Reynolds & Wells Shows includes Richard Hand and Duke Del Rio, owner-managers; Del Rio Brothers, impalement act; Australian Worths, whip crackers and trick rifle shots; Leo Palmer, human ostrich and pincushion; Bessie Day, sword swallower, blade box and sword basket;

Beating the Tabs

IF I HAD $1,000,000 and was married to the right woman, who would help make me, I'd soon be the loudest "boom" big shot in the carnival cookhouse business. I'd soon be recognized as the Childs of the tented world.

First, I'd buy a six-section farm in the heart of the dairy, produce, live-stock and poultry area of the West or Middlewest. There I'd raise all my own vegetables, fruits, wheat for flour, corn for meal and not only use the fresh stuff but can the surplus. I'd raise my own beef, pork, mutton and poultry. I'd build my own slaughter house and meat-curing plant. I'd build a creamery and make my own butter as well as having my own milk and cream. I'd have my own eggs and would buy a whole fleet of refrigerator trucks to carry my produce to the back door of my cookhouse on the show.

Yes, I'd even install a bakery to do away with the bannerman's prices. And having my cookhouse booked with the privilege to be paid in meal tickets, it would be all to gain and nothing to lose. Then if those who ate on tabs didn't pay me, I wouldn't be out anything, because of raising my own foodstuffs.—DIME JAM JOHNSON.



EVANS' HIGH STRIKER

HEAD AND SHOULDERS ABOVE ANY OTHER IN QUALITY AND MONEY-MAKING!

PERFECTLY LEGAL EVERYWHERE!

A lively big money-maker! Indispensable for Parks, Fairs, Picnics, Carnivals, Homecomings . . . wherever people gather out of doors!

Evans' Striker has more flash—gets the crowds! Strong and substantially made of very best materials, brilliantly finished, built to stand exposure and hard use. Easily transported. Included are standard with steel chaser track, base and striking beam, 10" bronze gong, nickel-plated tool steel chaser, braces and 2 mauls.

2 Sizes:
28 Foot.
36 Foot.

EVANS' ALUMINUM MILK BOTTLES

Best on the Market! Far superior to wood bottles. Sound like falling glass when knocked over, creating its own bally. Indestructible, natural-looking.

Complete 1940 CATALOG FREE!

H. C. EVANS & CO.
1520-1530 W. ADAMS ST., CHICAGO

FLYING SCOOTERS
TOPPED THE MIDWAY
Canadian National Exhibition 1939

ENTIRELY NEW PORTABLE
Streamlined - - - - Light-weight
Loads on one truck
Price and Terms You Can Easily Meet.
Choice Park and Carnival Locations Available
Write for Details.
BISCH-ROCCO AMUSEMENT CO.
5441 Cottage Grove Avenue, Chicago, Ill.

Eyerly — TOPS THE WORLD IN RIDE VALUE

CONSISTENT MONEY MAKERS
LOOPO-PLANE—OCTOPUS
ROLLO-PLANE
Leading All Sales for 1940
Write for descriptive literature.
EYERLY AIRCRAFT CO., SALEM, ORE.
ABNER K. KLINE, Sales Mgr.
Eastern Factory Branch:
RICHARD F. LUSSE, Chalfont, Bucks County, Pa.
European Suppliers: LUSSE BROS., Ltd., Blackpool, Eng.

Frank Chuala, half man; Paul Newberry, fire eater and escapes; Singapore Duke, tattoo artist; Berry the Magician, magic and Punch; Jack Little, electric chair; Rajah Roda and Maxine, mentalist and palmistry stand; Rae-Terrill, annex; Anna Fedora, nurse; Ted Buck, tickets; Richard Hand, front; Will Falkner, second openings; Bud Tate and Russell Grant, ticket boxes; Lee Boo-Loo, glass and fire dancer and bally; Kittie Kelley, cookhouse, and Alice Day, assistant.

* * *

J. J. COLLEY SHOWS' notes from Pryor, Okla., by Artie Marshfield: Okemah, Okla., Celebration, with Governor Phillips leading a two-mile parade, proved shows' best stand of the season thus far. Norman College Celebration was a close second. Show was split into two units to take care of the dates. Frank Deshane was in charge of No. 2 Unit. Muskogee, Okla., under Colored American Legion Post auspices, gave ideal weather and fair business. Mrs. Colley framed a new concession which has been proving popular. Pryor, under American Legion Post auspices, opened to good weather. Loop-o-Plane truck overturned and two boys were injured while en route here. General Agent Frank Deshane returned with a number of contracts.

DIXIE BELLE SHOWS
WANT

Snake Show, Animal Show, Geek Show, Girl Show. All must have own equipment. Also want Grinder for Fat Show. Concessions—Will sell X on American Mitt Camp, Scales, Country Store, Grocery Wheel, String or any Stock Store not conflicting with what we have. Shows desiring to play Kentucky territory and do not have license, contact LOUIS T. RILEY, Owner, Leitchfield, Ky., this week; Greensburg, Ky., next week.

HORTON UNITED SHOWS
WANT

Bowling Alley, work for stock; Bumper, Dart, American Palmistry, Frozen Custard, Pan Joint, Rat Joint, Cane Rack; small Cook House, must be neat. All Shows open. No Girl Show. Will book or buy Smith & Smith Chair Plane, in A-1 condition. Book any Flat Ride. No racket.

Address: HORTON UNITED SHOWS, Farmington, Illinois

KAW VALLEY SHOWS

Want to book Mix-Up, Kid Ride with own transportation. Want Girl and Athletic Show. Must be capable people for same; with or without own outfits. Want clean Cookhouse, String Game, Scales, Pitch-Till-U-Win, Mouse Game, Mitt Camp, any Concession that works for 10c. Also String and Mechanical Show. Answer to Horton, Kansas.

FOR SALE

Custard Machine, Trailer and Buick. Can be equipped with living quarters. Holds 10 gal. mix, has continuous flow, runs by electricity. In perfect condition. Ready to work. Complete outfit $350.00 for quick sale. Address MARY PERRY, Cheshire, Ohio, located on Route 7, near Gallipolis.

WANT

Caller and Help for Bingo Stand. Mr. Peck, please write. Also want Ball Game Agents.

LEO BRENNER

Care Traver Chautauqua Shows, New Brunswick, N.J.

WANT WANT

Set of Rides. Opening week of May 27th. All cities in Pennsylvania and Ohio. Also can place one more neatly framed show. Would consider partnership with Ride Operator. Have street fairs and fall celebrations in Ohio. Herbert Mace and interested parties, write to ROBERT GLOTH, 354 Asylum St., Hartford, Conn.

Cumberland Valley Shows
WANT

Chorus Girls and Musicians for Minstrel Show. Would consider organized show with band. Band salary out of office. Address all mail: FAYETTEVILLE, TENNESSEE

WANT LECTURERS
WHALE SHOW EXPERIENCE
New York World's Fair

Doc Barnett and others, wire.

Address: Harry H. Hargrave, Whale Show, N. Y. World's Fair, New York.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 11.—There are being mailed to members the 1940 certificates of membership showing their good standing for the current year. Members are requested to preserve these certificates, as they will find them convenient documents for establishing identification of their organizations as members of the association.

In each case title of show has been inserted in the certificate from such information as is on file at the ACA offices. Members are requested to examine their certificates and in the event that titles do not correspond with those of their shows as at present, they notify the ACA offices immediately, returning the certificates, whereupon duplicates will be issued. It will be very helpful in keeping records complete if the membership will acknowledge receipt of certificates promptly. With the certificates is also being sent our first bulletin of the year and an additional inclosure of interest.

There has been so much discussion in Congress on cost of electricity to consumers and so many inquiries have been made on the subject, that the Federal Power Commission has prepared pamphlets covering every community in America of more than 250 population. These pamphlets are available on application to the Federal Power Commission, Washington, D. C., and are prepared separately for each State. If any members are interested in this subject and will contact the association's office, we shall be pleased to give them further details.

Los Angeles

LOS ANGELES, May 11.—Better weather past week helped outdoor amusements here. Shows in Southern California reported a pick-up and beaches had large crowds. Jack and Lillian Stratton left for Las Vegas, Nev., where Jack is doing publicity for Helldorado Days. Harry Myers is producing the local Fourth of July show. Jack Schaller handling the four-ring circus for the Pasadena Fire Department. Eddie Gamble, of Huntington Park, has the San Diego, Calif., Fourth of July show. J. R. Stephon's Superior Shows have the midway contract for Las Vegas, Nev., Helldorado Days.

Rodolfo Salozar and Peter Desperd handled the Los Angeles Coliseum Show. E. Torres was chairman of the Cinco de Mayo show at Brooklyn and First avenues. C. E. (Candy) Moore joined Frank W. Babcock Shows. Bob Fordyce left for Clark's Greater Shows. Capt. Serafin Guteriez and the Mexican Cossacks are playing Arizona spots. Bill Nelson is back from the Kentucky Derby at Louisville. Fred Haynes is at Tanforan Race Track, San Francisco. Melvin H. Smith and M. Ouransky are touring the North Coast. Hugo Storm, former trouper, is doing feature articles for a local daily. Frank Evers and Dolores are working local theaters.

Philadelphia

PHILADELPHIA, May 11.—Four shows were here this week. World of Mirth on South Broad street; Endy Bros. Shows at 11th street and Erie avenue; Endy Exposition Shows at 26th and Reed streets and Gruberg's Famous Shows at 73d street and Buist avenue. Weather was normal, bringing good crowds to the lots making and resulting in good business for shows and rides. Concessions consist of grind stores, ball games and pitch-till-you-win. All shows are about complete for the season.

Eddie Lipman is business manager of Endy Exposition Shows as well as attending to adjustments. Lighting effects on all shows are greatly improved over last year. Bench Bentum opened Tuesday night as the free attraction with Endy Bros.' Exposition.

B. & V. Opens Well in N. J.

GARFIELD, N. J., May 11.—B. & V. Shows' 11-day opening stand, which closed here last Saturday, resulted in good business, despite bad weather, with rain on two nights. Shows are well framed and Buster Gordon's Human Bullet Cannon act is free attraction. Seven rides are carried, four shows and 25 concessions. Ted Lewis was named lot manager.

St. Louis

ST. LOUIS, May 11.—Royal American Shows close their local engagement tomorrow night. After starting to rain and cold, shows finally got a break during the final eight days and as a result will chalk a profitable stand. April 28 gate admissions totaled over 18,000, while the following Sunday over 20,000 paid admissions were registered, report Messrs. Carl J. Sedlmayr and Elmer and Curtis Velare. Beckmann & Gerety Shows closed their eight-day stand in East St. Louis last Saturday and rain and cold thruout gave shows little business.

Fairly & Little Shows officially open the 1940 tour in Alton, Ill. on May 13. Messrs. Fairly and Little and staff have been preparing for the opening and Walter Hale has his Expose Show finished. Others ready are Art Martin's Hawaiian Show, Johnny Bejano's Side Show and Jim Dunlavey's Big Snake Show. Kenneth Blake will complete his water show soon.

Fidler United Shows left last Saturday after playing several local lots. Greater Exposition Shows are playing at Grand and Carter lot, after which they will head north thru Illinois. Charles Oliver has two units playing lots here and enjoyed good business last week.

* * *

Prominent outdoor showmen who visited this week were: Rubin Gruberg, who retired from outdoor show business last week and who left for Montgomery, Ala. yesterday. Mrs. Gruberg left Monday for Philadelphia to visit her daughter there for several days before joining Rubin in Montgomery next week. Harry Hennies, Hennies Bros.' Shows, spent several days here visiting his many friends, after attending the board of directors meeting of the Amusement Corp. of America on May 3. J. C. McCaffery, ACA general manager, passed thru en route from the South to Chicago. 'Oscar Bloom visited *The Billboard* office on Wednesday while here on business.

Roger E. Haney was seen on several midways Tuesday while here en route from the East to Kansas City, Mo. Pat Purcell, publicity director of Jimmie Lynch's Death Dodgers, arrived Thursday, after superintending a successful Thrill Show in Springfield, Mo., on May 5. Omer J. Kenyon, now doing special promotion work for the Amusement Corp. of America, spent several days here in conference with ACA officials. George (Whitey) Golden, Nellie Raynell, Walter and Margie Kemp, Mr. and Mrs. Pete Burkhart, Mrs. Frieda Wilson, Walter DeVoyne and Mr. and Mrs. Robert Hancock, of Royal American Shows, renewed many acquaintances here.

Harvey (Doc) Arlington, general agen[t] Motor City Shows, was here several da[ys] this week. John W. Gallagan, Imperial Shows, purchased a Rolloplane, which he shipped to the shows, where he is also operating a string of concessions. Sam Gluskin, general agent, Goodman Wonder Shows, was here on Wednesday executing railroad contracts.

* * *

L. S. (Larry) Hogan, general agent, ACA, left on Monday after spending several weeks here. Bruce Barham, until recently with West Bros.' Shows, is visiting friends here. A. M. (Red) Keltner, returned Wednesday from a visit to Evansville, Ind., and Louisville, where he visited Dodson's World's Fair Shows and Mighty Sheesley Midway.

Since there were so many shows here there was an influx of supply and tent men the past week. Among those noticed were Ida Cohen, showmen's insurance woman; Charles E. Lenz, the showmen's insurance man; Mr. and Mrs. Lou Keller, and Mr. and Mrs. Bill Carsky, Casey Concession Co.; Ned Torti, Wisconsin De Luxe Corp.; Hymie Schreiber, B. & N. Sales Co.; Matt Dawson, Acme Premium Supply Corp.; Bernie Mendelson, O. Henry Tent and Awning Co.; Sid T. Jessup, U. S. Tent and Awning Co.; Jimmy A. Morrissey, Baker-Lockwood Mfg. Co.; Francis Deane, Fulton Bag and Cotton Mills; Charles T. Goss, Standard Chevrolet Co.; John Wendler, Allan Herschell Co.; Judd Goldman, Paint Exchange of Chicago; Alec Wilson, Phelan-Faust Paint Mfg. Co.; James (Jim) Gordon, Gordon Radio Co., Maurice Fabick, Fabick Tractor Co.; Sonny Bernet, Globe Poster Corp., and W. O. Walters, Star Mfg. Co.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Two Time, Ky.
Week ended May 11, 1940.

Dear Mixer:

Lady members of this trick claim that the show's press department has in the past ignored them entirely. They readily admit that at no time have they weeded the press department, but on the other hand, they claim being a part of this org. With apologies to Virginia Kline and with two heavy fingers, the writer will devote this entire letter to the fair sex of our midway, expecting in return nothing more than a hearty "Woof" from those who expected more.

To begin with, we have women; not "A Rag, a Bone and a Hank o' Hair," but big healthy and robust blondes, brunets and redheads. They change overnight, new hair with every new husband. Miss Clodstomper, daughter of the lot boss, weighs 600 pounds, with 450 pounds of it in her feet. Her job is to follow her dad around the lot and level it off. Hamfist Sisters and Bale Ring Bertha, the Brunet Boilermaker, drive stakes with their fists, never using a sledge hammer. Miss Lottaheft, daughter of the head bull trainer, has the strength of three of her father's charges and has spotted in a full section of cars by pushing with her head. Our bearded lady once kept a big top from blowing down by splicing her beard into a broken guyline on the windy side and held it up by standing still.

Midway Nell, personal bodyguard of Pete Ballyhoo and official midway bouncer, has been seen throwing as many as 20 rowdies off the lot with one hand. Ballyhoo Sisters, daughters of Jake, aged 12 and 13 years, can load the flat cars by lifting on the wagons over the sides. One of our chorus girls, Lizzie Schmidt, once carried the Merry-Go-Round center pole, which had been left on a lot, to the next town, a distance of 80 miles. We can hook up any two of our fat girls with a set of horse harness and pull ride wagons off muddy lots. Miss Jaw, lady talker, uses a bundle of sidewall for a powder puff.

Baby Bula, when only two weeks old, played with a whole set of Hey-Dey plates for blocks. Tessie, the Terrible, who meets all comers on our All-Girl Athletic Show, uses a quarter pole instead of an orange stick when manicuring. Girls who are underweight (the limit being 550 pounds) take care of some of the lighter chores, such as poling the train and spreading the light cable. Ferris-Wheel High, our lady giant, once doubled as a light tower on a late arrival, holding up for a period of six hours two tons of lighting effects. Grandmaw Ballyhoo, mother of the bosses, once lifted the entire show train when it was in hock. Yes, we brag about our strong women and lifters, but the feature is Fifth-Wheel Betty, who, it is claimed, lifted half of a five-and-dimer at one lifting.

Please run the following ad, payable according to outcome of our fairs. Can place colored chorus girls for minstrel show. Will furnish best of table board, a cash weed nightly and 46 square feet of berth space in our palatial Pullman cars. Height, weight and power essential. MAJOR PRIVILEGE.

FULL-DATE CARNIVAL SHOW LETTERS

Direct From the Lots

BY THE SHOWS' OWN NEWS REPRESENTATIVES

Art Lewis

(Railroad)

Wilmington, Del. Week ended May 4. Location, Harlan Field. Auspices, the Blue Sky. Business, four days good. Weather, cold; two days rain. Ten-cent gate.

Shows came in from Norfolk, Va., in good time, and everything was ready to welcome the 6,500 who turned out for opening. Tuesday the gate went up 1,000 and the next two days were lost to rain. Cold on Friday and Saturday kept attendance down, but business was good considering conditions. Four 15-minute broadcasts over Station WILM helped matters along. Dorothy Stone was interviewed, as were Georgia Bell, Thelma Bryant and Patricia Hart. Follies Band furnished the melody, and Byron Millenson made the introduction, giving the broadcast a circus flavor. Joe Engle, of the Black Cat cabaret, visited nightly, as did Jack Wilson, of Cetlin & Wilson Shows. Peazy Hoffman also visited. Ben Weil was among those present, as were Joe Mannheimer, Ben and Mrs. Lewis, and Mr. Lewis Sr., who drove from New York. Howard and Mrs. Ingram visited World of Mirth Shows in Philadelphia. Percy Morency did a swell job of the difficult lot. *Wilmington Morning News*, *Evening Journal* and *Sunday Star* co-operated. Two free acts, the Four Stars and Dare-Devil Henderson, were popular. Charles Lewis and Eddie Delmont, assistant managers, kept everything working smoothly. DICK COLLINS.

John H. Marks

(Baggage cars and trucks)

Richmond, Va. Week ended May 4. Location, West Broad street showgrounds. Business, fair. Weather, cold and rain.

One of last year's best stands, this engagement was not as good as anticipated because of continuous cold and rain, which kept crowds away. Nevertheless, thousands of Owner Marks' loyal friends and neighbors braved the chilly blasts and wet lot. Mayor J. Fulmer Bright was among those who visited, as were many State, county and city officials. Weather was warm enough to attract crowds on only two nights. The last night, Saturday, saw week's best attendance. Radio talent was busily engaged during the week, broadcasting a half-hour program over Station WRTD Tuesday afternoon, a remote control via Station WMBG from showgrounds on Wednesday afternoon and from Station WRVA several times. Programs were emseed by Walter D. Nealand. Participating in the broadcasts were Leota La Dell; Clarice, Harold and Carl MacDowell; the swing band and talent from the Clyde Davis' World's Fair-Est Beauty Revue; Duke Jeannette, Scotty McNeal, Capt. Leon Blondin and Capt. George Thompson. Jack Hooper, NBC announcer, and Ward Adams, of Station WRTD, assisted in the several broadcasts. *Times-Dispatch* and *News-Leader* were liberal with space and staff writers Overton Jones, Bob Golden and Dick Carter, of *Times-Dispatch*, and Katherine Warren and Carl Thilow, of *The News-Leader*, were frequent visitors. WALTER D. NEALAND.

Sol's Liberty

(Motorized)

Mattoon, Ill. Week ending May 4. Location, 33d and De Witt avenue. Auspices, American Legion Post. Business, good when weather permitted. Weather, rain first three days.

Altho three nights were lost to rain and a muddy lot, engagement here proved fairly successful. Rides and shows were well patronized and local newspaper and radio station at Tuscola, some 22 miles distant, co-operated. Response at Saturday's matinee was good, while that night brought the largest daily gross of the season to date. New front is being built for the Girls of Ice, as is a new arch for Twin Ferris Wheels. Two more light towers arrived. Shows now are using nine towers. Bill Soloman reports the season is booked in its entirety. Speedy Babs, who was supposed to join here with motordrome coming from California, was delayed on account of truck trouble. Art Riley has his Crime clicking. Harry Talley made a number of improvements in Penny Arcade. Sam Liebewitz is still champion player. All employees of Conley's One-Ring Circus have new uniforms. Bruce Barham joined here as lot superintendent. Tom Berry handles the front gate. Emily Freidenheim is recovering from a recent illness. Mard Berg received plenty of favorable newspaper publicity here. Mr. and Mrs. Joe Rowan, of Goodman Wonder Shows, spent a day on the midway visiting friends. Bernie Mendelsohn, of O. Henry Tent and Awning Co., accompanied by Pat Ryan, of Jimmie Lynch attractions, and Mr. and Mrs. Jessop, of U. S. Tent and Awning Co., visited during the week. ROY B. JONES.

W. E. WEST MOTORIZED CARNIVAL

Want Side Show; also Athletic Show and others. Have complete equipment or will book yours; mine for 40 per cent, yours for 25 per cent. Join on wire. Capable Ride Help, must drive trucks. Concession Agents and capable People in all lines. Celebration Committee in Iowa, get in touch with me. Single Free Act wanted for season.

Fayette, Mo., all week.

Endy Bros.

(Baggage cars and trucks)

Chester, Pa. Week ended May 4. Auspices, Vauclain Fire Co. Business, good. Weather, half and half.

Last six days of the opening stand were hurt by cold and damp weather, but management considered totals satisfactory under conditions. Rolloplane topped rides, and Sid Smith came home first among shows. Joseph E. Dougherty and sponsors co-operated. George Berman visited and contracts were made for additional trucks and trailers. Bob Shlossburg and Jack Howard are expected to join with Life Show soon. B. H. Patrick, *The Billboard* correspondent, and wife called on several occasions and greeted many friends. Mr. and Mrs. Wilno's cookhouse added some employees. Dick Nufer turned in steady grosses with the Aloha attraction. Mrs. David B. Endy visited daughter and mother in Pottsville, Pa. The writer planed to Canada to visit leading Quebec fairs. GLENN IRETON.

Clark's Greater

(Motorized)

Whitwell, Tenn. Week ended April 27. Location, heart of business district. Business, good. Weather, variable.

Shows' first stand in Tennessee was a winner, with all rides and concessions getting a good play. Business started in midafternoon coincidental with change of shifts at the mine. Tome Hale's corn game was popular. Cookhouse is now managed by Ben West. Visitors included Mr. Winton and Blackie Gonzales, Cumberland Valley Shows. A new sound truck was readied here. Co-Owner I. J. Clark made frequent trips to Chattanooga in shows' interest. Jack White, *The Billboard* and mail agent, is operating one of Mrs. Clark's ball games. Show in its four weeks of operation has ended every week on the right side despite the weather. Staff includes I. J. Clark and James A. Winters, owners; I. J. Clark, general manager; James A. Winters, general agent and legal adjuster; Buster Coll, secretary-treasurer; Jack White, banners, and *The Billboard* and mail agent, and Doc Turney, electrician.

Summerville, Ga. Week ended April 20. Location, golf grounds. Business, fair when open. Weather, rain and cold.

Everything was set up Sunday afternoon, but Monday was lost to cold and rain. Inclement weather prevailed all week, but enough patrons attended to keep shows out of red on the engagement. This was show's last stand in Georgia before entering Tennessee. Frequent trips were made to near-by Rome, Ga., by members. The writer and wife were entertained by the manager of the Lofstrom and St. Elois Monkey Revue, who were booked with the Funland Shows exhibiting at Rome. JAMES A. WINTER.

J. J. Page

Bristol, Va. Week ended May 4. Location, West State Street Showgrounds. Business, nil until Saturday. Weather, rain and cold.

This spot has always been a winner for this aggregation, but starting Tuesday elements raised havoc. Saturday, however, was fair but cool at night and good business was registered. Local radio and newspapers and Chris Jernigan's billing of county with paper and sound car went for naught, so at last minute shows decided to remain for a second week to take in the annual Dogwood Festival on May 9-10. Frank and Dot Earle arrived in their new trailer. Their son, Jupe, remained in Louisville, with his grandmother, to continue schooling. Chris Jernigan, Frank and Dot Earle and Mrs. R. E. Savage were guests at a dinner in the home of Mr. and Mrs. J. J. Page in Johnson City, Tenn. Incidentally, Dorothy Lee Page, daughter of the Pages, is marking time until her vacation time rolls around for her annual trek with the shows. Personnel was grieved to learn of the sudden death of Charley Massey, of Ben Mottie's cookhouse. Visitors included Frank Scalf, operator of a local theater; Irvine Kaw and wife; Mr. and Mrs. Joe Steblar, Pop Steblar and Whitie Davis. R. E. SAVAGE.

Gold Medal

(Motorized)

Mt. Vernon. Ill. Week ended May 4. Location, fairgrounds. Auspices, Mt. Vernon Fair Association. Business, poor. Weather, cold and rain.

The 230-mile move from Paragould, Ark., saw one of the speedway trucks go into a ditch, causing several hours' delay and some damage. Show was up and ready early Monday and gates were open only about 45 minutes when a cold rain set in and continued for the next two days. Two nights were lost and Saturday, best day of the six, was greatly augmented by a well-attended children's matinee. Mr. and Mrs. Ora Lashbrook had Oscar and Dottie Bloom as luncheon guests on Wednesday. Leo Hally left for Chicago. Manager Bloom, Larry Rohter, Buster Whitmore, Johnnie Howard and Clarence Clayton visited shows playing St. Louis one night. Pat Ford did a good job on advertising banners here. H. B. SHIVE.

West Bros.

(Motorized)

Quincy, Ill. Week ended May 4. Auspices, Iron Molders' Union. Business, good when weather permitted.

Realization that Jack Daughdrill had passed on was a shock to shows' members upon arrival here. Clannish allegiance of showfolk in time of distress became apparent and contributions made it possible for body to be sent to Jackson, Miss., for burial. Low temperature which has enveloped this part of the country for the last month continued and with the thermometer hovering about 10 degress above freezing shows lost two nights and gross was far below previous years. Friday and Saturday good crowds milled about the midway, but with a chilly wind sweeping lot spending was light. Kittenball season opened, with Barnhart's team putting on a last-inning rally to nose out the concession team 6-5. Other games during the week saw the concession team pound out a 15-10 triumph over the ride boys. Barnharts scored their second victory by defeating the colored all-stars in an 18-14 slugfest. New uniforms have been ordered for band and new bally trucfl will be ready next week. Visitors were Herb Hoffman, Joe Lebeda, Mr. and Mrs. Claude Riley and Charley Noel. J. W. Laughlin appointed Ed Bruer, assistant manager. DON TRUEBLOOD.

Zacchini Bros.

(Motorized)

Huntingdon, Pa. April 29-May 4. Location, show lot opposite railroad station. Auspices, Fire Co. No. 1. Business, satisfactory. Weather, cold and rain.

Shows opened to substantial business despite cold weather on Monday night. Rain checks were issued Tuesday night after shows operated less than an hour. Children's matinees on Wednesday and Saturday were satisfactory. A good weather break Saturday night resulted in a well-filled midway and excellent business. Seventy-five *Daily News* newsboys were guests at shows and rides Tuesday night. Event resulted in much favorable publicity for shows during remainder of week. Emanuel Zacchini, general manager and principal in the shows' Human Cannon Ball act, rated some front-page publicity in local newspaper on Friday when he sustained painful burns and body bruises while presenting the free act. Members of the Good Fellowship Club met on Wednesday night. Many peppy acts and a bingo session were enjoyed. Jones' bingo topped concessions, with Rolloplans leading rides. Cogozzo's Monkeyland topped shows. BILL SNYDER.

Greater United

Shawnee, Okla. Week ended April 27. Location, Ozark Park. Auspices, American Legion Post. Business, fair. Weather, fair.

After a cold two-week run in McAlester, Okla., shows opened here to regular carnival weather, and business was fair all week, with a big Children's Matinee on Saturday. Saturday night was the best of the season. Manager Loos was a guest of Publisher Dunn, of *The News-Star*, at Rotary Club's noon meeting. Both local papers were liberal with space, and the writer entertained the carriers on Monday and Tuesday nights. Joe Hurtt's ball game was streamlined with a new-type backdrop. Mrs. Jack Edwards' new popcorn and peanut trailer is attractive. Hec Bussey, district commander of the Legion and local adjutant, is popular with showfolks. All visited Oklahoma City during the week. Mr. and Mrs. Crowley joined with cigaret shooting gallery. Charlie O'Balley's Bug House is popular. Vess McLemore added two concessions, and Jimmy O'Dea is doing the calling in the bingo stand. Tracey Bros.' Circus Side Show has been topping shows weekly. Bob Roy, of Boston, is doing the tattoo work. First ride to open and the last to close is "Pop" Hill's Ferris Wheel. Joe Rider's Monkey Speedway keeps the

"STRIKE IT"
The New Candy Game

No other game like it ever patented.

A Miniature "High Striker." Over 100% Profits — Legal Sales for Fairs, Carnivals, etc.

Wire or Write for Photo & Details

INTRODUCTORY PRICE, $35.00 CASH

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3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, $3.50; 50 cards, $4.00; 75 cards, $4.50; 100 cards, $5.50; 150 cards, $8.25; 200 cards, $11; 250 cards, $13.75; 300 cards, $16.50. Remaining cards, $5.00 per 100.
No. 140—Extra Heavy Green Both Sides. Per 100, $8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, $3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS.

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, $1.25 In lots of 1,000, $1 per 100. Calling markers, extra, 50c.
Automatic Bingo Shaker. Real Class $12.50
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 .... 1.25
Lightweight Lapcards, 6x16. Per 100.... .50
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000.. 1.25
3,000 Featherweight Bingo sheets, 5½x8. Loose, $1.25 per M. Stapled in pads of 25. Per M 1.50
Postage extra on these sheets.
Bingo Card Markers, in strips, 25,000 for.. 1.25
Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
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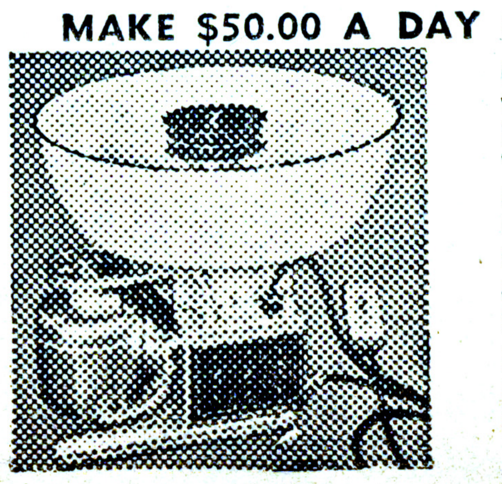
MAKE $50.00 A DAY ON CANDY FLOSS



Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spins Candy Floss FASTER and FINER. Other models. Free literature.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So., Nashville, Tenn.

CRAFTS 20 BIG SHOWS BEST EAST OR WEST
WORLD'S LARGEST MOTORIZED CONEY ISLAND

Can Place Immediately—

First-class Ten-in-One account disappointment. Interested in party who has one or two Freaks to feature. Have complete outfit for show and will help finance showman with reputation we know.

ALSO PLACE

Platform or small Grind Shows of merit with California's greatest carnival. Free gate and best route. Write or wire prepaid — Fresno, May 7-15; Santa Clara, May 16-19.

WANT

RIDE OPERATORS

For Ferris Wheel, Merry-Go-Round and Tilt-a-Whirl. All season's work; Chicago lots. Good pay and bonus. Must be first-class, sober operators or you will not last. Come on, don't write.

M. J. DOOLAN

2517 W. 59th St., CHICAGO, ILL.

PRYOR'S ALL STATE SHOW

Want for bona fide annual celebrations. Good proposition to Chair Plane.
Want good Shows with or without outfits.
Have opening for a few legitimate Concessions. Committees in Ohio, Kentucky, West Virginia and Pennsylvania wanting a good clean Show, look this one over or write. Have a few open dates. Crooksville, Ohio, week May 13th; annual Memorial Day Celebration, Ellwood City, Pa.; Spencer, W. Va., July 4th.
Orville Miller wants Grind Store Agents.
Neugent wants Barker for Grind Show.
All address: JACOB PRYOR, Crooksville, Ohio.

WANT

ROLL-O-PLANE FOREMAN

Must be sober and reliable. Prefer one who can drive Truck. Good salary every week sure.
JOHN GALLAGAN, care IMPERIAL SHOWS, Fairfield, Iowa, this week.

WANT

Mitt Camp, Cat Ball Game, Lead and Cork Gallery and Shows with own outfits for 7th Annual Pingster, Alabama, N. Y., May 27-June 1; East Rochester, June 3-10. Whip for sale, cheap, or will trade for Kiddie Ride.
JOHN G. JOHNSTON,
216 Main St., East Rochester, N. Y.

DAVIS UNITED SHOWS

OPEN MAY 30.

Want three more Shows, low percent.
Can use a few more legitimate Concessions. No grift. Have 20 fairs and celebrations. Address all letters to
JOHN W. DAVIS, Fullerton, Neb.

WANT FAT GIRLS

Weighing not less than 350 pounds. Clever entertainers, good talkers and personality most essential. Write all details, weight, age, salary and photo to PONTICO FAT SHOW, care ROYAL AMERICAN SHOWS, 26th St. & 56th Ave., Cicero, Ill., until May 25, then per route.

AGENTS WANTED

For Diggers, Cigarette Chuck and Nail Store. Apply at once, as we open May 17th.

WALTON KING

Jefferson Beach, DETROIT, MICH.
P.S.: Can place American Palmist.

FUN ON THE FARM

Mounted on Mack Truck, $900.00; Monkey Circus, Tracks and two Cars, $100.00; Calliope, good as new, $200.00; Living Wagon on Studebaker Truck, $100.00.

ANDERSON TENT CO.

Fair St., NORTHAMPTON, MASS.

WANT AT ONCE

Banner Man, Circus Side Show, Pit Show, Ball Game, Shows and Concessions.

STEVENS BROS.' SHOW

STRANG, OKLA.

PALACE UNITED SHOWS

Want Grind Shows. Capt. Briggs, get in touch with me. Can place legitimate Concessions that work for stock. Will book Tilt, Whip or Kid Rides. Ullin, Ill., this week; Rosiclare, 20 to 25.

W. H. (BILL) LAMBERT, Mgr.

crowd amused. This marked shows' 10th week out and only two bad ones were chalked from weather standpoint. Magic Johnson's India Illusion Show has new canvas. Dale Parrish's Posing Show is doing well, and Dutch Bartel is manager of the Athletic Stadium.

FRANK D. LEE.

Great Lakes Expo

(Motorized)

Newark, O. Week ended May 4. Location, Carson showgrounds. Auspices, VFW. Business, good when weather permitted. Weather, snow and cold.

The 148-mile run from Toledo was made in good time, last load arriving here at 5 p.m. Sunday. With good weather, everything was up and ready for opening early Monday. On Monday and Tuesday nights, with good weather, crowds thronged the midway and spent freely, but the weather was not so kind the remainder of the week, Wednesday, Thursday and Friday nights being lost to rain and cold. It stopped raining Saturday, but weather remained around the freezing point and business was only fair. Motordrome has been repainted and sports a new front. A new front is under construction, and a new outfit is being built for Minstrel Show. During the week there have been numerous visitors, all of whom complimented Manager Al Wagner on shows' appearance. Committee co-operating. Because of the weather shows decided to remain here second week. Mayor Wright was on hand to welcome shows to the city.

H. SMILEY.

Crystal Expo

(Baggage cars and trucks)

Kannapolis, N. C. Week ended May 4. Location, Overcash Showgrounds. Auspices, Lions' Club. Business, good considering weather. Weather, cold; rain one night.

After making the short jump from Albemarle, N. C., by truck in short time, shows had everything up and ready by Monday noon. Lions' Club and local paper co-operated, but extreme cold, with rain spoiling Wednesday night's business, marred the date. Diamond Tooth Billy Arnte Colored Revue is outstanding. Captain McVay's Monkey Circus continues as a top money-getter among shows. Chief Deerfoot's Circus Side Show is also among feature attractions. Alice and Aloa, alligator-skin people, head the list of grind shows getting top money. Twin Ferris Wheels and Octopus lead rides. Billy's cookhouse is clicking. Free acts, which include McVay's monkey, Mae West; Art Carver and Billy Siegrist Troupe, continue to draw. Writer joined at Camden to fill the position of general representative and business manager. PERCY MARTIN.

World of Pleasure

(Motorized)

Mansfield, O. Week ended May 4. Auspices, DAV Post. Business, fair. Weather, cold and rainy.

Second stand of season gave better business, altho weather permitted opening on only three nights. Chet Dunn's Octopus topped rides, with the Tropical Moon second. Trucks were sent downtown to pick up newsboys as special guests on Tuesday night. Van's candy is popular. Barney Lamb is framing a new show in addition to his new Congress of Fat People. Rex Barnes arrived from Gooding Shows. Colleen McCormick's Dope Show is doing well. Ella Carver is improving but still unable to work. Visitors were Ted Dave and wife, Duke Drukenbrod, Hilderbrand, J. R. Edwards, Floyd Mellon, Ted Miller and Mrs. Bantly. Steve Kuzmicz, billposter, did a good display job.

H. G. HOCKETT.

Imperial

(Motorized)

Kirksville, Mo. Week ended May 4. Location, ball park. Auspices, soft ball team. Business fair when weather permitted.

First move of the season was made in good time, under supervision of Ray Davis, transportation superintendent. Monday night turned cold and snow flurries and rain prevailed on Tuesday and continued during the day. However, Wednesday weather warmed up and gave shows large crowds Thursday, Friday and Saturday nights. Jimmy Campbell joined as superintendent of concessions. On the main gate ticket boxes are Mrs. Lew Berger and Mrs. Peggy Crafton; Octopus ticket box, Mrs. Alex Grasnik; Merry-Go-Round, Mrs. Bell; Tilt-a-Whirl, Mrs. Ross; Chairoplane, Mrs. Hiatt; Kiddie Ride, Mrs. Lynch; Loop-o-Plane, Mrs. Clark; Ferris Wheel, Jimmy Cross. Paris Frolics has Choc Phillips, talker-manager; Les Applegate, comedian; Josephine Beach, Toby Lane, Mary Crayton, Myrtle Crayton and Bonnie Lewis, dancers, and Jack Allamon, canvas. Management purchased two trucks for the electrical department and a semi for the Octopus. Scenic Artist Vincent is busy lettering trucks and turning out new banners. Octopus, Choc Phillips revue and John Gallagan's corn game played to good business. General Agent Lew Berger reports shows are well booked.

JOE E. HOY.

John R. Ward

Sikeston, Mo. Seven days ended May 5. Location, Rhodes Grove. Auspices, American Legion Post.

Everything was ready at 6:30 p.m. Monday despite the 232-mile run. Al Stringer paraded the calliope thru main part of town and arrived at front gate in time for opening. Night's business was good. Tuesday it rained all day and at dusk the wind started blowing in hurricane style. Manager Ward, Harry Small and Pop Hosmer worked with several crews snubbing down against the probability of destructive winds. Wednesday a gale struck, but shows weathered it except one big top, which was blown to smitherenes. Rain prevailed on Thursday, but Friday was fair and warmer. Leo Bortz, manager shows bearing his name, visited. Clarence Williams and crew were busy repairing storm damage and business resumed. Saturday, Children's Matinee, was good, it being the first fair afternoon of the week. Night was fair. John Francis visited. Sunday gave fair weather and business. L. N. Coffey joined to take charge of Colored Show. J. J. (Happy) Stewart, agent, was on the lot nightly. Week's business was classed as fair. CHRIS M. SMITH.

J. F. Sparks

(Motorized)

Gallatin, Tenn. Week ended May 4. Location, Fitzgerald lot. Business, bad. Weather, bad.

Business improved here over season so far but was still bad, due to weather. Rain and a heavy blow cleared the midway early Tuesday night and shows could not open the next night because of cold. Hundred-mile hop from two-week stand in Pulaski, Tenn., was made without incident. D. D. Hale's bucket stand joined here, bringing on Ray Parker, Chris Robinson and Wilbur Archer to work it with the owner. Maurice Pierce, ossified man, and his assistant, William F. Farley, came in from California. Gus Glenos, cookhouse proprietor, added a rat game. Richard and Johnny Baker and Gifford Bray joined the Plantation Show. Jack Auburn, billed as Zoma, and under direction of his manager, Pat Knight, with Mrs. Knight left here for Huntington, W. Va., where he will be joined by his wife, Virginia, and child.

RAY ALLEN.

L. J. Heth

(Motorized)

Nashville, Tenn. Week ended April 27. Location, First and Spring streets. Auspices, South Nashville Welfare Association. Business, spotty. Weather, cold and rainy.

Shows day and dated Dodson's World's Fair and West's World's Wonder shows here and many visits were exchanged. Shows' Swooper ride was booked with Dodson for the Nashville stand and auspices' committee co-operated. A new marquee and Kiddie ride top arrived here and Stewart Robert's Troupe, free act, have been popular. Jack Jaeger joined to take over the Girl Show and George Sprides and wife came on with their frozen custard. Al Kunz joined in an official capacity from Minneapolis, after an absence of three years from show business. Among visitors were Mel Dodson Jr., Terry Martin, Jesse Sparks, Dad Reading, Roy J. Cousins, Neil Berk, Ted Woodruff and Roland W. Richards. AL KUNZ.

Wallace Bros.

(Motorized)

Princeton, Ky. Week ended May 4. Location, Ball Park. Auspices, American Legion Post. Business, poor. Weather, variable.

Show opened Monday to fair business, but Tuesday a windstorm blew at 8 p.m., leveled several shows and ripped the Athletic Show top into ribbons. Wednesday, Thursday and Friday nights were very cold. Saturday warmed up and a good spending crowd turned out. Leona Lee added a lion to her list of wild animals in the side show. The Crawfords, free act and concession, returned after a few weeks with J. F. Sparks Shows. Jew Schwartz built a trailer for his concession. Bob Atkins joined here. Blackie Ogelsby, Scott Bros.' Shows, visited, and Gabe Reed arrived with a concession. Benny Shanks, cookhouse chef, resigned and was replaced by Roy Hawkins. Jack Williams signed as special agent. Willie Sanders is assisting Capt. Freddie Leach with the high dive.

EUGENE C. COOK.

Blue Ribbon

(Motorized)

Shelbyville, Ind. Week ended May 4. Location, Big Four Railroad lot. Auspices, American Legion Post. Business, fair when weather permitted. Weather, rain and cold.

First move of the season saw shows come in here from Jeffersonville in good time and everything was on the lot early Sunday. Rain and cold set in Monday and continued thruout. Shows opened on two nights, but it was too cold for people to go outdoors, so business wasn't any too satisfactory. Tommy Davenport, of Athletic Show note, purchased a new car, as did Jimmie Paden, ride foreman. Marion Kessler and Gene Padgett keep running among top money for shows. Marie Culp, sister of Mrs. L. E. Roth, arrived for a short visit from her home in Columbus, O. Fred Clark and his Hell Riders were popular. Mike Rosen has his 16 concessions and corn game operating. Frank Flanigan, chief electrician, is doing a good job. Edgar Osborn was appointed assistant to George Ingram, chief mechanic. Manager L. E. Roth is in and out on business strips and in best of health, while Mrs. Roth has her office in shape and entertains many visitors. Max Heller, organist, arrived. Neal Massaro is painting his custard machine and will have it operating soon. Writer is building a new grab stand, which will open at fairs and celebrations.

JACK GALLUPPO.

West Coast Amusement

(Motorized)

Lincoln, Calif., April 27-29. Business, very good.

Date marked shows 12th time at this spot and each time it seems to get better. Town's population isn't over 1,000, but the fair has been held for some 25 years. It opens on Saturday night and continues until Monday night. Pay gate chalked 10,387 paid admissions during the engagement. Judge Grey and committee were pleased with results. Jack Joyce's trained wild animal circus, featuring his elephant Lucy, was popular. Charles and Edith Walpert's concessions did well and Mike Krekos and party spent a couple of days on a fishing trip and returned with a big catch of bass, which were served and prepared by Chef Shorty Kokan, Clarence Wrightsman visited. Business thus far has been about 25 per cent over last year's.

Sacremento, Calif. April 23-25. Auspices, Yolo County Improvement Club.

Three days here were used to break the jump to Lincoln, Calif., and with good billing by publicity department, under Ted Levitt, the first two days were fair. Last day was lost to rain. Many visits were exchanged with Siebrand Bros.' Shows' personnel, who were playing a short distance away. Moe Iseman, publicity director, World's Fair Shows and Coe Bros.' Circus, also visited nightly. Bob Schonover, lot foreman, is recovering from illness. General Agent Jessup booked shows in San Jose, Calif. Tony Soares and assistant disposed of their order of *The Billboards* quickly. W. T. JESSUP.

Buckeye State

(Motorized)

Collierville, Tenn. Week ended May 4. Auspices, Annual Collierville Cheese Festival. Business, good. Weather, cold.

Shows moved in here for their first date of the season outside of Mississippi and enjoyed a three-day layoff, as celebration did not open until Thursday. With shows augmented, large crowds for the three days were well entertained. Spending was light at day but night business was good, with most of the rides being pushed to capacity on Friday and Saturday. Bama Freeman joined with his novelties, as did Mrs. Bill Brown with

diggers. Crane's frozen custard chalked good business the latter part of week. Mr. Harrell and committee co-operated. Event got good patronage from Memphis and visitors included Pop Dalton, of the old Dalton & Anderson Shows; Jimmie DeSalvo; Nick Melroy, superintendent Memphis Zoo, and party, and Diesel Clements. Owner Galler went to Memphis on a buying trip. Lorraine Wallace's African lions and Captain Willander's educated dogs and monkeys continue popular. Russell Cooper Jr. is electrician. The writer was on the sick list here all week. H. G. STARBUCK.

O. C. Buck

(Baggage cars and trucks)

Poughkeepsie, N. Y. Week ended May 4. Auspices, Young America Drum and Bugle Corps. Business, disappointing. Weather, bad.

Weather man continued to dish out everything on the almanac for shows' second week on Reginol market grounds here. Business took a spurt every night weather permitted, but only three days permitted full operation. Result was shows played another not too profitable engagement. Concessions particularly suffered and small business was registered. Mr. and Mrs. Kidd, the one exception, registered heavily with their strip photo gallery. Morris Levy purchased a new car. Roy Peugh, secretary Altamont Fair, visited. Clementine Coffey opened a new expose show here. Ross Manning, manager P. L. McLaughlin Shows, visited, as did Tom Hasson, general agent Billy Giroud Shows. Bennie Wells has finished his African show and will operate it in addition to continuing as shows' artist. R. F. McLENDON.

Franks Greater

(Motorized)

Douglasville, Ga. Week ended May 4. Auspices, American Legion Post. Business, fair. Weather, cold and rain.

After a week of rain and cold shows managed to keep their heads above water, but Saturday saved the week. Saturday was also Merchants' Day and country folks turned out in full. Victor Drumb, free act, was popular and proved a sensation to the visitors, for he is actually working 125 feet in the air. Mrs. Victor Drumb is in charge of the front gate. Some of the folks had to room in Villa Rica and Atlanta. Larry Roberts joined with his beno game. Mrs. Buster West is assisting him. Owner Franks' new Merry-Go-Round is en route. Cecil Rice built a new trailer for his sound truck. Spillman's Monkey Show had a tough time during the cold spell. Red Barrett is now in charge of the grounds as well as making openings and handling the Chairplane. Paul Conaway, of Macon, Ga., visited. Shows' Kiddie Matinees every Friday have been successful. Billy Lester, of North Carolina, joined here. HARRY MACK.

Crafts

(Motorized)

Bakersfield, Calif. Week ended May 5. Location, circus grounds, Kentucky and Tulare streets. Business, good. Weather, good.

Despite the fact a couple of carnivals predated, business held up and Saturday night saw midway packed and 14 rides were kept running until 1 a.m. Tops among rides were Rocket, Ferris Wheels and Skooter. Carl Lindsey's Follies of 1940, Curtis' Motordrome and Griffin's Far East Show led shows. A new shipment of arcade machines arrived for Mrs. O. N. Crafts' Penny Arcade, which is managed by George Bryant. O. N. Crafts commuted daily from North Hollywood, Calif., quarters in his new plane. Midway layout afforded plenty of room and parking space. Mrs. Elmer Hanscom is on the sick list. Derby day drew a large crowd in front of Jimmy Lynch's cookhouse to listen to the radio. Mrs. Roy Ludington reported the first fire of the season, when her bingo awnings became ignited. Fire was extinguished by one of the concession boys. Roy Barnett reported good business with Elmer Hanscom's penny pitch. Mrs. Ruth McMahon, of Ragland-Korte Concessions, recently purchased a new trailer and was the recipient of numerous gifts at a house-warming party. Charles M. Miller, long-range shooting gallery operator, is rapidly recovering from illness. New Rolloplane arrived here and the one being used here was sent to the No. 2 Unit. Show is operating Acroplane, Double Loop-o-Plane and Rolloplane, with Twin Ferris Wheels located near front entrance. Harold Mook, secretary, is doing a good job in the office. ROY SCOTT.

United American

(Motorized)

Collinsville, Ill. Week ended May 4. Location, streets and lot. Auspices, Trade and Labor Council. Business, poor. Weather, cold and rainy. Pay gate.

Engagement bore all the earmarks of a Kentucky Derby winner, but turned out to be just another also ran. Overcoat and raincoat weather held attendance down to a low ebb and most of those who came spent little. Location, in central part of town and on main highway, was all that could be desired, but public evinced little interest and even Kiddies' Matinee Saturday was far from being a success. Committee, under Gus Sperino, co-operated. Jack Hamilton completed his new illusion show, Front-Page People, here and it was to be opened at Hannibal, Mo. Owner C. A. Vernon spent the week getting the remainder of equipment out of East St. Louis quarters. Joe (Judge) Baker took leave of the troupe here. Shorty Parker came on from Miami, Fla., to join, as did H. R. Shaffer, of Peoria, Ill. Names of A. V. Ackley, digger operator, and D. M. Dhea, street clown, were inadvertently omitted from roster at opening two weeks ago. Visitors included Harold Clippard, Frank (Shanty) Cross; Harry Wagner, of Beckmann & Gerety Shows; Sunny Bernet, Globe Poster Corp.; Jimmy Morrissey, Baker-Lockwood Co.; Al Prosperi, Art Novelty Co.; E. E. Yeck, of Station WTMV, and Jack (Powder Puff) Beard. WALTER B. FOX.

Byers Bros.

(Motorized)

Fulton, Mo. Week ended May 4. Location, Gee Showgrounds. Business, fair. Weather, variable. Ten-cent gate.

Weather this week was terrible and it was reflected in business. Rains which prevailed while shows were setting up ceased at night and a good crowd turned out and spent freely. Tuesday, Wednesday and Thursday were lost to cold and rain. Saturday was good, with fair weather. Peerless Potters, free act, held the crowds late. Mrs. Aerial Potter Marquette, daughter of Harry Potter, returned to Chicago, where she is chief pay-roll supervisor of the Bell Telephone Co. Co-Owner-Manager Carl Byers bought a new car from a local agency and took delivery on a new truck. Jake Moore, manager Athletic Arena, also bought a car here. Mr. and Mrs. E. L. South, ball game agents for Blackie Sullican, took delivery on a new trailer. Personnel exchanged visits with members of Fuzzell's United Shows daily. Co-Owner-Manager Jimmie Byers and wife report from Mayo Hospital, where they went recently for examination, that they will return soon. Dad Byers cards from New York, where he and Mrs. Byers went for opening of the World's Fair, that they arrived safely. Dad's health is improving greatly. Mr. and Mrs. Olen Byers and daughter, Sandra, visited from Lenox, Ia. General Agent Roy Lee returned to the show for the week-end. MRS. JEWELL ROBINSON.

P. S. McLaughlin

(Motorized)

Ossining, N. Y., April 29-May 4. Location, Speyer's Grounds. Auspices, American Legion Post.

Shows played Lyndhurst, N. J., April 18-27, under Elks' auspices to six days of rain and three days of fair weather. Business there was fair. Committee, under William L. Sylvester, chairman; Fred G. Cottrell, secretary, and H. Token, treasurer, co-operated, as did Earl Morehouse, American Legion Post committee chairman, and Frank Becker. General Manager Phil McLaughlin received many compliments on shows' appearance. Business Manager Ross Manning returned from New England. Secretary Al Young, formerly with New England Shows, joined here. Bill Rickel, former master mechanic of New England Shows, also is here. Ducky Miller, superintendent of rides, and Smokey (Tom) Roberts, Merry-Go-Round foreman, mail man and *The Billboard* agent, are hard at it. Costa (Gus) Stergiou, with Milton Strode, headwaiter, and Chef Nick Angelus, have a good cookhouse, which is well patronized. Ralph and Molly Decker opened here with their Girls From Bali and pit show. Their Variety Show opened Tuesday of the second week and all did fair business. K. C. McGarry, Ben Willi[illegible] and Joe Casper, World of Mirth Shows, aided in getting shows open. Carl Rosini opened to fair business with his Illusion Show. Steve Caro and Fred Le Reine opened their side show. ALFRED P. YOUNG.

J. Harry Six

(Baggage cars and trucks)

Wytheville, Va. Week ended May 4. Business, fair. Weather, cold, snow and rain.

The 290-mile move from Etowah, Tenn., was made without incident and shows opened to a fair crowd considering the cold weather. Spending was light at opening. On Tuesday and Wednesday crowds and business picked up. Thursday and Friday were lost to snow, sleet, rain and cold. Saturday, altho cold, everybody did some business. On April 28 Charlotte Ann Storey, daughter of Mr. and Mrs. (Bam) Storey, celebrated her fifth birthday anniversary and was the recipient of many beautiful gifts. Dinner was served at the George Wythe Hotel and guests included Mr. and Mrs. B. Storey, Mr. and Mrs. J. Harry Six, Curtis L. Bockus, H. P. Henderson, Frank Moran, Ray Mcguire, Al Andrews, Mr. and Mrs. R. C. Hasler, Mary Lee Hasler, Earl Scott, Will P. Roberts, Al Rankins, Sid Simmonds, Seymore Naveau, Wally and Bill Mahn, H. L. Sawyer, Mrs. Wally Mahn, Al Springer, Leo Pat Lulien, Mrs. H. Sawyer, Ral Atkins, Thelma Emerson, Tillie Wiles, Ann Marvello, Laura House, Trixie Lamarr, Boots Sadler, Tom Saunders, Ashley Dorsett, Mae Anderson, Ruth Tinsley, Madeline Gould, Edith Armstrong, Hazel Boone, Pete Deering, John Willkes, Al Pearson, Harold Adams, Dan Dix, Roy Parson, Nell Daniels, Sailor Prue, Mr. and Mrs. Cantrell, Art Williams, John Pearl, Bill Sawtelle, Clyde Waitt, Mr. and Mrs. Garlock, Mr. and Mrs. Mack House, Mr. and Mrs. Sander, Doc Lush, Bill Allen, Bill McLaughlian, Charles Riley, Richard La Coste, Mr. and Mrs. Steve Nail, Curley

(See Direct From the Lots on page 58)

HAPPYLAND SHOWS, Inc.

OPENING MAY 24, DEARBORN, MICH.

Can place one or two Shows and several strictly legitimate Concessions. Want high-class Free Attraction. State lowest price for ten weeks' work. Want Girls for Revue. Top wages sure. Youth and figure essential. Experience not necessary. Address

HAPPYLAND SHOWS, INC., Lincoln Park, Mich.

DEE LANG'S FAMOUS SHOWS

CAN PLACE AT ONCE AND FOR 22 FAIRS AND CELEBRATIONS, STARTING AT BARNESVILLE, MINNESOTA, JUNE 20:

CONCESSIONS: Legitimate Concessions only operating for not over ten cents.
SHOWS: Can place any new Shows not conflicting with what we now have, either Bally or Grind Shows, and will furnish panel fronts and complete outfits for same.
Can use Fat People for Fat Show. Must be good entertainers. Salary sure out of office every week. Send photographs and correct weight. Also lowest sure salary expected or lowest percentage if percentage preferred.
Can place one good outstanding Freak for single Pit Attraction. Salary sure every week out of office. Send photographs and lowest office salary expected.
Can place sober, reliable Ride Men who can drive big semi-trailers. Can place several good Grinders and Ticket Sellers for Shows. E. H. (BLACKIE) ADAMS, WIRE ME.
Mickey Farrell can place Ball Game and other Concession Agents. Concession People, write Mickey Farrell in care of show. All others write DEE LANG, General Manager, Muscatine, Iowa, May 13-18; Rock Island, Illinois, May 19-25.

SNOW CONE FLAVORS

Line up with GOLD MEDAL this year and get the flavors that "bring 'em back for seconds." Full flavor and color strength, yet priced with the lowest. Send for our new price list today. Free measuring cup with first order.

Gold Medal Products Company

131 E. PEARL STREET, CINCINNATI, OHIO

WANT

Stock Concessions—Knife Rack, Cane Rack, Duck Pond, Hoopla, Pitch-Till-You-Win, Fish Pond, String Game, Cigarette Gallery, High Striker, Scales or any Concession that works strictly stock. No Wheels or Coupon Stores wanted. Want Photo Studio (Gottberg or Martin, wire). Have beautifully framed Monkey Circus and will furnish capital to responsible people for necessary animals. Want Glass House. Harry Wilson can place several responsible promoters to work office-operated fairs. Can place Ride Help in all departments. Semi-truck drivers preferred.

BANTLY'S ALL AMERICAN SHOWS

ROCHESTER, PA., THIS WEEK.

WEST COAST AMUSEMENT CO.

WANTS FOR

San Francisco, Pre-Fair Fiesta and Celebration, North Beach, one week commencing May 21st and balance of the season. Scales, Guess Your Age, String Game, Cane Rack, Novelties, Penny Arcade. Sober, reliable Ride Help in all departments; Foreman for Lindy Loop. We pay top salary and long season. Wire or write as per route. MIKE KREKOS.

TILLEY SHOWS

Can place Snake Show or any Grind Show capable of getting money. Also opening for good Funhouse.
Can place American Mitt Camp, Scales, Country Store exclusive.
Can place any Ten-Cent Grind Concession operating for stock only.
C. G. Baker wants for Side Show—Strong Freak to feature. Also Mind Reader who can get money.
Address: Galesburg, Illinois.

MERIT SHOWS

May 13th to 18th, Lynn, Mass.; May 20th to 25th, Lowell, Mass.
Want several People for 10-in-1 Show. State all in first letter. Will furnish complete outfit for Colored Minstrel Show.

HENRY FINNERAL, Gen. Mgr.
215 Lincoln Street, LOWELL, MASS.

CONCESSIONS WANTED
FOR MT. OLIVE, ILL., ANNUAL HOMECOMING
JULY 25-26-27.
See or Write JACK FEDOR, MT. OLIVE, ILL.

SECOND-HAND SHOW PROPERTY FOR SALE
$30.00—Theatrical Drops, painted velvet, 22x45 ft.
$25.00—GraffignaCarrouselPipeOrgan,needs repairs.
$60.00—Long Eakin Crispette Outfit with recipe.
$3.00 Each—Nine Floor Mutoscopes, need repairs.
$35.00—Two Man Bird Costume. Cost $200.00.
We Buy Kiddie Rides and Candy Floss Machines.
WEIL'S CURIOSITY SHOP,
20 S. 2nd St., Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

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10c a Word
Minimum—$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must be counted when figuring total number of words in copy.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

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ADVERTISING BUSINESS MADE ME $10,000 sparetime. Start at home without capital. Free booklet tells how. **NEWMEYER,** Box 18E, Weatherly, Pa. my18x

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BUILD PERMANENT BUSINESS OF YOUR OWN with new Roach Killer. Your name on the label. Write **GOLDWYN SMITH CO.,** Tampa, Fla.

DO YOU NEED MONEY AND A STEADY JOB? You don't need capital and you don't sell anything. We need more representatives. Send 50c to cover expenses for full particulars. If you're not sincere please don't waste our time. **EASTERN SERVICE BUREAU,** P. O. Box 301, Trenton, N. J. x

EARN WHILE TOURING—EXPERIENCE UNnecessary. Sell Originals, 9x11 Blue Signs, Scriptural Mottoes, Changeables. Write **KOEHLER'S,** 335 Goetz, St. Louis, Mo. my25x

EXPERIENCED RURAL ROUTE SUBSCRIPTION Men Wanted—Attractive club four national magazines. Liberal proposition. **PUBLISHER,** 630 Shukert Bldg., Kansas City, Mo. je8

FAST SELLING NECESSITY — COSTS 2c; SELLS 25c. Copyrighted merchandising plan speeds sales. Sample 10c. **C. LINNELL COMPANY,** University Center, Cleveland, O. x

FAST 15c SELLER — NEW, NOVEL, EDUCAtional, decorative. You can't miss. Cost below 2c; sample, 10c. **TURNER,** 10 Bradford St., Portland, Me.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.,** 303 Degraw St., Brooklyn, N. Y. my18x

LORD'S PRAYER ON REAL PENNIES — INdividually carded. Fastest 10c seller in years. $4.50 gross. Samples 50c. **PERKINS,** 1109 Lawrence, Chicago.

MAKE BIG MONEY — 1,000% PROFIT APplying Gold Colored Sign Letters. Offices, stores, trucks. Large sizes 1c. Beautiful free samples. **MODERNISTIC,** M-3000 Lincoln Ave., Chicago. x

NEW ULTRA-BLUE SIGNS — FAST SELLERS. Cost 3c; sells 25c. Sample free. **LOWY,** Dept. 306, 8 W. Broadway, New York. my18x

SALESBOARD OPERATORS — SEND FOR BARgain List of Big Profitmaking Salesboards. Write today. **STANDARD SALES,** 600 Merchants National Bank, Omaha, Neb.

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ALLIGATORS, SNAKES, LIZARDS, TURTLES— 10 Large, Harmless Assorted Snakes, $10.00. Price list. **ROSS ALLEN,** Silver Springs, Fla. Wire via Ocala, Fla. je1x

BEAR CUBS — SMALL AND TAME, READY for immediate shipment. Canada's largest exporters of Bears. **RELIABLE BIRD COMPANY,** Winnipeg, Canada. my25x

FOR SALE — 3 FINE CUB LIONS ABOUT 7 months old in flashy two-wheel cage trailer; also, large Male Lion, five years old. Will trade on two or three Lions that are broke to do something and will mix. **BILLY SELLS ARENA SHOWS,** Box 691, Butler, Pa.

LARGE AND DWARF COCKATOOS, SPIDER, Ringtail, Pigtail Monkeys. Tame Female Siamese Gibbons Ape. Birds of all kinds. **BIRD EXCHANGE,** Box 7, Bell, Calif. je1

PUMA, $60.00; CUB, $40.00; BOBCAT, $10.00; Bear Cub, $30.00; Opossums and Babies, Foxes, Flying Squirrels, Owls, Macaws, Snakes, Lizards, Alligators, etc. **WILD ANIMAL AND REPTILE RANCH,** St. Petersburg, Fla.

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MEEMS BROS. & WARD,** Oceanside, N. Y. Direct importers from all over the world.

12 LARGE ASSORTED HARMLESS SNAKES, $10.00; Large Yellow Bulls, $5.00; 8-Foot Alligators, $15.00. **H. ELLISON MITCHELL,** Naturalist, St. Stephen, S. C.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

EXTRA MONEY READING NEWSPAPERS— Hundreds of items. Folio, 25c. Money-back guarantee. **I. GOODMAN,** Dept. B, 63 Wall St., New York.

INSTRUCTIONS IN ACROBATICS, JUGGLING, Lariat Tricks, Ventriloquism given in "Manual of Show Stunts." $1.00 complete. **H. FLOYD,** 1606 Sunnyside Ave., Chicago.

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CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. **IOWA LIGHT CO.,** 111 Locust, Des Moines, Ia. ju1x

DUE TO MY THEATRE INTERESTS, WILL SELL Luckie's Roller Skating Palace, Houston's largest and best located rink, for $5,000. Consider selling half interest to right party and incorporating. **D. F. LUCKIE,** 1805 Main St., Houston, Tex. my25x

FOR SALE — ROLLER RINK, TAVERN, PICNIC Grounds. Paying business, Southern Wisconsin, $7,000 cash down. **BOX 335,** Brodhead, Wis.

HUGE PROFITS IN BEVERAGE SYRUPS THE Year Around—Complete Course, Formulas, Sales Plan, etc. Mail 50c today for this proven profit maker. **DECOR,** Box 327, Wheaton, Ill.

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"NEW MONEY MAKERS" — 70-PAGE MAIL Order Magazine prints hundreds new, novel, spare-time plans each month. Copy, 10c. **D. MARVIN,** Publisher, 330 S. Wells, Chicago. je1

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STEADY INCOME—OPERATE CHAIN RENTAL Libraries. Full, part time. Easy, dignified. Little starting capital, quick returns. We show you how. **LIBRARY BRANCH,** 218 W. Gold, Albuquerque, N. M.

WHY WASTE MONEY ANSWERING ADS? — Your name in "Progressive" Directory brings hundreds samples and offers. 25c month. Sample copy, dime. **SIDNEY,** Pottsville, Pa. x

COIN-OPERATED MACHINES SECOND-HAND

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A-1 CONDITION — GRAND NATIONALS, $125.00; Man-O-Wars, $39.50; Hawthornes, $65.00; Derby Times, $29.50; Fairgrounds, $15.00. Send deposit. **SEIDEN DISTRIBUTING CO.,** Broadway, Albany, N. Y.

BALLY ALLEYS, $110.00; TOM MIX RADIO Rifles, $39.50; Rock-O-Ball Bowling Alley, $39.50. **CENTRAL DISTRIBUTING CO.,** 916 Scioto, Indianapolis, Ind. my25

BARGAIN — FIVE ROTARY MERCHANDISERS, good condition, forty dollars each. One-third with order, balance C. O. D. **WILLIAMS AUTOMATIC MUSIC,** Calvert, Tex.

CHICKEN SAMS WITH BASES, $118.50; GOLD Cups, $100.00. One-half deposit with order, balance C. O. D. **WALLACE HIGH,** Box 1044, Tampa, Fla.

BIG RACE, FLASHERS, 1-2-3, FAIRGROUNDS, Stables, Fleetwoods, Preakness, $15.00; Lady Luck, Foto Finish, Derby Day, Miss America, with clock, $12.00; Jennings Flashing Through, $15.00; Classic, Carom, Policy, Flying High, $10.00; 20 A. B. T. Model F Targets, $10.00; Slots: Mills Trojan Heads, 10c, 25c, $21.00; War Eagles, 5c, 10c, 25c, F. O. K. Silent Escalators, 5c, 10c, 25c, $20.00; Silent Goose Neck Skyscrapers, $20.00; Extraordinary, 5c, 10c, $22.00; Watling Double Jackpot, 1c; Pace Bantam, 5c, 10c, 25c; Superior Race Horse Slot, 25c, $15.00. One-third deposit, balance collect. **TODD NOVELTY COMPANY,** 1400 N. W. 20th, Oklahoma City, Okla. x

BUY FOR CASH — GOTTLIEB'S CONVERTIBLE Skee-Ball-Ettes. Will trade 5 Thistledowns for 5 Chicken Sams, serial over 6,000, or buy cash. **McLARTY MUSIC CO.,** 2210 18th St., Lubbock, Tex.

ERIE DIGGERS—MODEL G, F, E, IRON CLAWS, Roovers Nameplate, K. O. Fighters, Mills Modern Scales. **NATIONAL,** 4242 Market, Philadelphia, Pa.

FOR SALE—1938 TRACK TIME, 1939 TRIPLE Entry. Looks good; first-class operating condition. Write us for prices. **ENID MINT COMPANY,** 711 North Independence, Enid, Okla. my25x

FOR SALE ON ACCOUNT OF GOING OUT OF Business—10 Electric Hoist Diggers, $18.00 each; 10 Mutoscope Diggers, $18.00 each; 4 Exhibit Merchantmen Diggers, $20.00 each; 6 Electric Cranes, $12.00 each; 2 Mutoscope Magic Fingers, $35.00 each. **JACK SUDENFIELD,** P. O. Box 74, Old Orchard Beach, Me.

FORCEL TO SELL ACCOUNT OTHER BUSINESS —Established Coin Operated Phonograph Route located in Central West Texas. Gross income 1939, $18,700. Last month, $1,600. Price $14,500; $4,500 cash, balance monthly. **BOX 4,** Olden, Tex.

NOVELTY TABLES, $5.00 UP; FREE PLAYS, $10.00 up; Payouts and Consoles, $15.00 up. Write for complete list. **JOHN GOODBODY,** 1824 E. Main St., Rochester, N. Y. je15

PACES REELS—'40 MODEL SARATOGA WITHout rails, $80.00; 5c play, 10c play Reels, '40 Model without rails, $80.00; 10c play Reels, '40 Model with rails, $85.00; 25c play, '40 Model with rails, $85.00; Keeney's Track Time Red Head, $40.00; Grey Head, $25.00; '37 Model Evans Dominos, $35.00; Ak-Sar-Ben, Derby Time, Quinella, $22.50; Fifth Inning Free Play, $22.50; Arlington, $15.00; Rays Track, $25.00. Many others, bargain prices. All excellent condition, one-third with order, balance C. O. D. **E. E. ALLEN,** 1521 Monte Sano, Augusta, Ga. x

PENNY ARCADES — WE ARE THE WORLD'S Leading Headquarters for like new and used equipment. See us before you buy. **MIKE MUNVES CORP.,** 593 Tenth Ave., New York. tfn

PENNY ARCADE HEADQUARTERS SINCE 1895 — Guaranteed factory reconditioned Arcade Machines. Anything to trade? Forward details and send for our latest list of reconditioned machines today. **INTERNATIONAL MUTOSCOPE REEL CO., INC.,** 4407 Eleventh St., Long Island City, N. Y. my18x

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PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and factory rebuilt equipment. We accept trades. Send for 1940 catalog. **MIKE MUNVES CORP.,** 593 10th Ave., New York. tfn

PHONOGRAPHS WANTED — WANT WURlitzer 24As with National slug rejectors. State condition and lowest price for cash. **TAYLOR AMUSEMENT CO.,** Brunswick, Ga. my18

REAL SLOT BARGAINS—WHILE THEY LAST. Seven 5c Futurities, $25.00 each; one 10c Futurity, $25.00; two 10c Roman Head Gold Award, $20.00 each; one 25c Mills Extraordinary, $25.00. Prices F. O. B. Chicago. Perfect condition. ⅓ cash with order, balance C. O. D. **G & F SALES,** 2300 S. Canal, Chicago, Ill.

RECONDITIONED AND SLIGHTLY USED MAchines for Penny Arcades and Sportlands. Write for list. **MEYER WOLF,** 539 Boardwalk, Atlantic City, N. J.

ROCK-OLA MONARCHS, '38 DELUXE, $99.50 each. Low play, guaranteed A-1, look like new. Windsor, $79.50. Like new. ⅓ cash with order, balance C. O. D. **MONARCH DISTRIBUTING CO., INC.,** 19 W. Chestnut, Columbus, O.

SELL US YOUR LATE NOVELTY GAMES AND Slots for cash. Your prices and make in first letter. **HOWARD SALES COMPANY,** 322 S. 13th St., Omaha, Neb. my25x

WANT 5c SLOT MACHINES OF ALL KINDS— Must be bargains. **SOUTHWEST COIN MACHINE CO.,** 110 S. [illegible] Worth, Tex.

TRADE PHONOGRAPHS FOR CHICKEN SA[MS] 1-2-3 and other Free Plays. Colum[bia] Cigarette, $29.50. Rebuilt Slots galore. **CO[...]MAN NOVELTY,** Rockford, Ill.

VANAK SLUG-PROOF SLOTS, $2.00 EAC[H] Rock-Ola Regular and 412 Wurlitzer Phon[o]graphs, $30.00 each. **MUTUAL SERVICE C[O.]** 1211 E. Third, Dayton, O.

VEST POCKET BELLS, TIGHT REELS, $25.0[0] Groetchen Zephyrs, slot symbols, $7.50; Ba[...] Babies Cigarette Symbols, $5.00; Deuces Wi[ld] $8.00; Reel Dice, Reel 21, Reel Races, $3.0[0] One-third deposit with order, balance C. O. [D.] **H & G NOVELTY,** 849 S. W. 2d St., Miami, F[la.]

WILL TRADE OR SELL 1 REBOUND, $25.0[0] 1 Zip, $20.00; 1 Jumper, $25.00; for Bally Sweepstake. **A. J. COMEAUX,** Lake Charle[s,] La.

WURLITZER 600, LIKE NEW, $150.00; MODE[L] 24A Popmatic, $50.00; Silver King, $3.5[0] **EXETER NOVELTY CO.,** 209 Front St., Exete[r,] N. H.

⅝" BALL GUM, FACTORY FRESH, 12c BOX Tab, Stick, Midget Chicks, every Vendin[g] Gum. **AMERICAN CHEWING,** Mt. Pleasan[t,] Newark, N. J. je1

5 GENCO MR. CHIPS, FREE PLAY, $39.5[0] each; 4 Genco Big Towns, Free Play, $59.5[0] each; 3 Genco Big League, Free Play, $52.5[0] each; 4 Bally Gold Cups, Free Play, $95.0[0] each; 2 Bally Gold Cups, Console Models $100.00 each; 2 Keeney's Track Times, Cash Payout, 1938 Models, $97.50 each; 1 Triple Entry, Cash Payout, $145.00; 2 Mills 1-2-3 Cash Payout, $47.50 each; 1 Jennings Parlay Races, Cash Payout, $25.00; 4 Paces Races Brown Cabinets, $75.00 each; 2 Metal Typers Groetchen, $97.50 each; 1 Bally Chevron, Free Play, $17.50; 1 Bally Major, Free Play, $20.00 1 Twinkle, $22.50; 3 Double Features, Free Play, $20.00 each; 1 Daval Home Run, Free Play, $12.50; 5 Follies, Free Play, $42.50 each; 2 Paces 1c Play Slot Machines, in perfect condition, like new, Double Jackpot, $39.50 each. **SOUTHERN VENDING MACHINE CO.,** 528 Craghead St., Danville, Va. x

5 FREE GAMES FOR $97.50—CONTACT, FOLlow Up, Gun Club, Box Score, Gem, Alps, Triple Threat, Tap, Snooks, Spottem, Major, Midway, Miami, Twinkle, Rag Time, Multi Races, Free Races, Up & Up, Click, Zip, Chevron, Double Feature, Hi Lite. 6 Regular Games for $49.50: Odd Ball, Thunderbolt, Regatta, Jungle, Side Kick, Review, Miami, Bambino, Request, World's Fair, St. Moritz. Send order and ⅓ deposit. **LEHIGH SPECIALTY,** 2d and Green, Philadelphia, Pa.

100 DIFFERENT KINDS OF USED VENDING Machines—Always something new. Send for descriptive bargain list. **RAKE,** 7 S. 22d, Philadelphia, Pa.

250 USED MONARCH VENDING MACHINES with two one-cent and one five-cent slots. Bases to match all machines, trimmed in red and black; adjustable merchandise compartment, $12.50 each. Better deal in bigger lots. ⅓ down, balance C. O. D. **GABRIEL HALLER,** 212 Adams St., Dayton, O.

1939 GINGERS, $15.50; MERCURYS, PLAIN, $19.00; Clock, $21.00. All machines like new. Will ship subject to examination. **H. E. ODOM,** 3023 Weaver Ave., Baltimore, Md.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING GOWNS, WRAPS, $2.00; SHOES, 50c up; Furs, Costumes, Mixed Bundles, $1.00. Street Wear. **CONLEY,** 310 W. 47th, New York.

BALLY CAPES, ORIENTALS, VELVET CURtains, Band Coats, Caps, Cellophane Hulas, Costumes, Scenery, Orchestra Coats, Jackets. Bargains. **WALLACE,** 2416 N. Halsted, Chicago.

FOR SALE—SECOND-HAND GOODS

ALL TYPES — POPCORN MACHINES, GASoline Concession Models, Burch, Star, Long-Eakins, Copper Kettles, Furnaces, Burners, Geared Kettles. **NORTHSIDE MFG. CO.,** Indianola, Iowa. je1x

GOLF CLUBS — BANKRUPT STOCK; ALL matched irons; no woods; regulation size. Five Clubs, $2.50. **LINCOLN SURPLUS,** 123 Galena, Freeport, Ill.

FOR SALE — COOKHOUSE READY TO OPerate. Kitchen on trailer V8 Truck, Van Body. **MRS. M. M. PARRISH,** 822 S. 19 St., Omaha, Neb.

FOR SALE — LONG RANGE MECHANICAL Shooting Gallery, all steel constructed, built for the road. Moving targets. **H. B. SHER-**[...]

HOOKER'S SHORT RANGE GALLERY, $25.00; Cost $175.00. Evans English Pool Table, new, $12.50; Popcorn Refreshment Trailer, 4 wheels, glass enclosed, $125.00. **HARRY CUMMINGS,** Old Orchard Beach, Me.

POPCORN, POTATO CHIP, CRISPETTE, CARA-mel Popcorn and Cheese Coated Popcorn Machines. **LONG EAKINS CO.,** 1976 High St., Springfield, O. jy20x

POPCORN MACHINE—ALL ELECTRIC, FRENCH Fried, Counter Model, nickel finish, like new, $45.00. **E. O. BADE,** R. R. 10, Ft. Wayne, Ind.

PORTABLE SKATING RINK — 40 x 105, $1,600.00. **T. E. ABINGTON,** Beebe, Ark. x

RECONDITIONED HENRY EASY FREEZE Frozen Custard Machine with all accessories. Cheap. **FROZEN CUSTARD MACHINERY CO.,** 869 Thomas St., Memphis, Tenn. x

FOR SALE—SECOND-HAND SHOW PROPERTY

DODGEM JUNIOR CARS—(14) IN EXCELLENT condition. Recently overhauled and painted; good motors. Will sell entire lot for $750.00 cash. **R. E. RICHWINE,** Williams Grove Park, Mechanicsburg, Pa.

FOR SALE — TWENTY-FOUR SEAT CHAIR Plane complete; Kiddie Merry-Go-Round; Aero Plane, Ferris Wheel. **CALVIN GRUNER,** Pinckneyville, Ill. my18x

FOR SALE — TANGLEY CALLIOPE, AUTO-matic and hand played. Price $100.00. **ADRIAN D. SHARPE,** Box 82, Marshalltown, Ia.

FOR SALE — ADULT CHAIRPLANE, 16 SEAT, like new, Gruner make; five hundred takes it. **HARRY WEYDT,** Viroqua, Wis.

FOR SALE — 12 LUSSE SKOOTER CARS, $300.00 cash. Fair working condition. **EDWARDS FALLS AMUSEMENT CO, INC.,** Manlius, N. Y.

MOTOR BUYERS — LIQUIDATING WHITE City Park. Many practically new A. C. Motors, 10 h. p. to 100 h. p. Sacrifice. **6300 SOUTH PARK AVE.,** Chicago, Ill.

NEW LAUGHING MIRRORS — LARGE AND small; for parks, carnivals, fairs, giggle shows, night clubs, arcades, etc. **C. J. MURPHY,** Elyria, O. je1

PENNY PITCH BOARDS, $10.00; 48"x48". $2.00 cash, balance C. O. D. Want Used Games of all kinds. **WICKESSER,** Prospect St., Holyoke, Mass. my18

SKATING RINK TENT — 50'x140', $600.00; Picture Machine and Enlarger, $100.00. **EARL HODGES,** 6310 Easton, St. Louis, Mo.

18 LUSSE SCOOTER CARS—A-1 MECHANI-cally, nice appearance, auto type, extra parts, 8 newly painted, $1,000.00. **BOX 304,** Celoron, **N. Y.** my25

HELP WANTED

EXPERIENCED BOOKING AGENT IMMEDI-ately for high-class Magician, playing auspices. Must have car. Salary, but no advance. Write **I. E. TREON, JR.,** Wright Field, Dayton, O.

EXPERIENCED MAN WHO UNDERSTANDS how to put up joints and handle carefully. State age and references. No boozers. **LACHMAN,** 933 "G" St., N. W., Washington, D. C.

IMMEDIATELY — PIANO MAN FOR ELEVEN-Piece Orchestra. Steady location, fair salary. Brass and Sax men, write for future opening. Only single, sober, reliable men need apply. Can advance bus ticket. **CONNIE WENDELL,** Odessa, Tex.

LOG - ROLLERS FOR SPORTSMAN SHOW — Preferably guides. Any other act for Sportsman Show also answer. Contact **F. B. GOOLD,** Ghent, N. Y.

MEDICINE SHOW PERFORMERS QUICK — IN-diana all season. Play your own music. Novelty Acts, change often. Good Guitar Act, strong voice; Hillbilly Songs. Tell all. **NATURE'S MEDICINE CO.,** Madison, Ind.

TRUMPET, THIRD ALTO, TROMBONE — FEA-ture Singers only. Salary year around. Styled commercial band. Tone, reading essential. Boozers, tramps not wanted. Good job for married men. This is a clean cut organization. Located year around. Feature singers on other instruments also write. Address **BOX C-474,** care The Billboard, Cincinnati, O.

WANT ATTRACTIVE YOUNG GIRL MUSI-cians—Union, all instruments. Now with unit, dance work booked later. **MARY MARSHALL BACHELORETTES,** Billboard, Cincinnati. je1

WANT MAN TO ARRANGE SOME MUSIC FOR School Bands—State experience, quote prices. Address **MUSICIAN,** Box 1106, Haines City, Fla.

WANT DOUBLE DRUMMER, CORNET AND Trombone for concert band of Johnny J. Jones Exposition. Other musicians write. **BAND LEADER,** Johnny J. Jones Exposition, Johnstown, Pa.

WANT EXPERIENCED PIN GAME MECHANIC for Jersey Shore Arcade. **MIKE MUNVES,** 593 10th Ave., New York City. my25

MAGICAL APPARATUS

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City, N. Y. je15x

CATALOGUE OF MINDREADING — MENTAL-ism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. **NELSON ENTERPRISES,** Nelson Bldg., Columbus, O. my18

LATEST 216-PAGE ILLUSTRATED PROFES-sional Magic Catalogue — Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. **KANTER'S,** 1309 Walnut, Philadelphia, Pa. my18

MISCELLANEOUS

FOR SALE VERY CHEAP—BRAND NEW ALL-Electric Blower Bingo Game. One Electric Number Board complete, with metal carrying case; one latest model Electric Baker Blower; one Electric P.-A. System complete with Victrola attachment; 600 Cards and 600 Metal Trays. **SID MEISTER,** 1062 Bryn Mawr, Chicago. Longbeach 2133.

NEW 110 VOLT A.C. 2500 WATT GASOLINE Driven Light Plants — Manufactured for United States Government; cheap. **LOU MILLER,** 1831 S. State, Chicago, Ill.

NEW 9000 ALMA OFFICE SHELL—ELECTRIC brakes, 7 ft. by 20 inside; spun glass insulated. Full price, $595.00. **SELLHORN'S,** Sarasota, Fla.—E. Lansing, Mich.

SOUVENIR DECALS—TEN THOUSAND, $16.50; 7,500, $15.00; 5,000, $12.00; 2,500, $7.50; 1,500, $4.75; 1,000, $3.50. Make all Novelties a Souvenir. **JACOLAC DECAL CORP.,** 188 Randolph, Chicago.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS — 16MM. SOUND Projectors dirt cheap; only eight left. Reasonable terms. Films rented. **NO. 521 STATE THEATRE,** Pittsburgh, Pa.

ATTENTION, OPERATORS — MERCHANTS' Free Movies. Biggest thing outdoor amusement world today. Talkie program, equipments rented. **NO. 711 STEUBEN BLDG.,** Chicago, Ill. x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue S free. **MOVIE SUPPLY CO., LTD.,** 1318 S. Wabash, Chicago. my25x

COLOSSAL SPRING CLEARANCE SALE — 16MM. Sound Films, Features, Shorts, $4.50 reel up; Road Show Programs rented day or week. Sound Projector bargains, Supplies, Accessories. List free. **SOUTHERN VISUAL EQUIPMENT,** Box 2404, Memphis, Tenn. my25x

COMPLETE 16MM. SOUNDFILM PROJECTION Outfit, $98.50; others, $175.00, $289.50. Roadshow headquarters: Silent, Sound Outfits, Mikes, Turntables, Splicers, Rewinds, Screens, Cameras, Lenses. Also 35MM. World's largest Silent, Sound Library, lowest rates. Films sent anywhere, catalogues free; trades accepted. **MOGULL'S,** 59 W. 48th, New York. x

FIRST-CLASS TALKIE PROGRAMS RENTED Reasonable — Ghost Shows, Adult. Bargain equipment list. Silent Films cheap. **SIMPSON,** 1275 S. Broadway, Dayton, O.

FOREIGN LANGUAGE FILMS—16MM. SOUND. New low monthly rates. German, Italian, Polish. Excellent road show possibilities. No theatre conflict. **GARRISON FILMS,** 1600 Broadway, New York City.

LARGE SELECTION OF ROADSHOW ATTRAC-tions—Uncle Tom's Cabin in Sound. Plenty of Westerns and Shorts; 35MM. **BUSSA FILM EXCHANGE,** Friendship, O.

OTTO GRAY'S OKLAHOMA COWBOYS — 16MM. sound, entertaining two reeler, new laboratory prints, $27.50 net. **SAZIN,** 723 Seventh Ave., New York.

TRADE — 35MM. TALKING WESTERNS WITH Shorts. Want Silent DeVrys with double bearing intermittent. Perfect condition. Address **W. TARKINGTON,** Daisy, Okla.

TURN YOUR OLD MERCHANDISE INTO CASH —New 35MM. and 16MM. Sound Projectors sold on terms. Films rented, trades taken in. We handle everything for the movies. **WESTERN FILM,** 1018 S. Wabash, Chicago, Ill.

WE'RE LETTING DOWN THE BARS—200 FEA-tures 35MM Sound, good condition; Westerns, Action, Mystery, $15.00 to $50.00. State your requirements. **WALDO FILMS,** Box 524, Cincinnati.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE — TWO BAND ORGANS. PLAY Wurlitzer 48 key music, good condition. Cheap for cash. **ARTHUR KARSLAKE,** 1401 Warwick St., Lincoln Park, Mich. my18

FOR SALE — BAND ORGANS. APPLY IN person to **THE J. H. GIBBS ORGAN WORKS,** 2706 Main St., Parsons, Kan.

PARTNERS WANTED

ACTIVE PARTNER WITH $500.00 FOR "Black Magic Miracles," never before shown in America. Address **J. PIATEAU,** 1122 Tulane Ave., New Orleans, La. my25x

GIRL PARTNER FOR ENDURANCE CONTEST— Pay transportation. State all by mail. Write immediately. **ARTIE GETZ,** 4830 S. Kedvale Ave., Chicago.

WANT PARTNER WITH CAPITAL TO HELP develop Amusement Center near large city. State amount able to invest. $30,000.00 cash now invested. Address **BOX C-473,** care Billboard, Cincinnati.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY — New Portable Double Unit, with cool fluorescent lighting system. Takes both 1½x2" and 2¼x3¼" pictures. Send for general catalog and information on new metal precision enlarger-reducer. **MARKS & FULLER, INC.,** Dept. BC540, Rochester, N. Y. my25x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY,** Terre Haute, Ind. my18

AT LAST!—ALL YOUR SNAPSHOTS IN NATU-ral Colors. Roll developed, 8 natural color prints, only 25c. Reprints, 3c. Amazingly beautiful. **NATURAL COLOR PHOTO,** Janesville, Wis. je1x

DIREX DIRECT POSITIVE PAPER—NO FAD-ing, best gradation, highest speed. **THE POSITYPE CORP. OF AMERICA,** 244 Fifth Ave., New York, N. Y. je15x

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO,** Unionville, Mo. je8x

SALESMEN WANTED

SALESMEN — AMERICA'S FINEST SIDELINE. 40% commission daily. 725 fast selling repeat items. Every business uses and must buy. No investment. Sales portfolio free. **DAVID LIONEL PRESS,** 312 S. Hamilton, Dept. ZA, Chicago. x

SCENERY AND BANNERS

PICTORIAL SHOW BANNERS — BEST IN world for the money. Special 8x10, $16.75. **SNAP WYATT STUDIOS,** 1215 Garcia, Tampa, Fla. my25x

TENTS—SECOND-HAND

SLIGHTLY USED, GOOD AS NEW. LESS THAN half price. No rags, no mildew. State size, send stamp. Postals ignored. **SMITH TENTS,** Auburn, N. Y. je1x

USED CONCESSION AND CARNIVAL TENTS— Sidewall, 7.68 oz. drill, machine roped, good as new, white, clean, 7 ft. high, $15.80; 8 ft. high, $18.20 100 ft. **KERR COMPANY,** 1954 Grand Ave., Chicago. je8x

THEATRICAL PRINTING

AUTO BUMPER STRIPS — "STREAMLINER Advertising" for fairs, homecomings, parks, celebrations. All sizes, weatherproofed. Quick-Fit metal clamps. Free samples. **SOLLIDAYS,** Knox, Ind.

MUSLIN SIGNS — 36" WIDE UP TO 20' LONG, $3.50; Paper Signs, $2.50; 3 colors, 15 words copy. Cash with order. A-1 workmanship guaranteed. **ROMEE,** 4160 Ellis, Chicago.

WINDOW CARDS—14x22, ONE COLOR, 100, $2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Pennsylvania. x

$1.00 EACH—250 LETTERHEADS, ENVELOPES, Cards. 1,000 6x9 Handbills, $1.50; 5,000, $4.50. Merchants' Tickets, 5,000, $3.00. **STUMPPRINT,** South Whitley, Ind. x

250 LETTERHEADS, $1.00; 250 ENVELOPES, $1.00; 250 Business Cards, 50c. Quality printing; 24-hour service guaranteed. **JOHNSON,** 939 Windsor Ave., Chicago.

1,000 LETTERHEADS, $2.50; 1,000 ILLUS-trated 8½x11 Circulars, $3.00. Mimeographing, expert workmanship. Lowest prices. Will gladly estimate anything. **EWAN,** Wood-Ridge, N. J.

WANTED TO BUY

FACTORY LATE MODEL FOUR-MINUTE PHOTO Machine—10x14 gable end frame tent, seven foot sidewall. All in first class condition, sacrificed cash. **EDWARD LONG,** Farmer & Long, Spartanburg, S. C.

PORTABLE SKATING RINK FLOOR—80x150 feet. Complete details and lowest cash price first letter. **SHAFFER ICE PALACE,** 81-83 McMillen, Johnstown, Pa.

WANT ELECTRIC ORGAN, PUBLIC ADDRESS, two mikes; Roller Skate Grinder; Money Changer, Ticket Box, Turn Table with outlets. Only high grade, reputable merchandise considered. Address **WONDKEY,** 1700 Ohio Ave., Anderson, Ind.

WANT NOVELTY TARGETS FOR SHORT RANGE Gallery—Especially "Devil's Head" and "Pot Luck." Send samples or drawing. **RAY JOHNSTON,** 1013 Sherwood, Kalamazoo, Mich.

WANT TO BUY SEEBURG "DUCK" MODEL Ray-o-Lites. Send lowest prices and state condition. **SHELBY AMUSEMENT CO.,** 205 Linden Ave., Memphis, Tenn.

WANTED TO BUY — STEEL ARENA SUITABLE for Lion Act. State all in first. Address **TRAINER,** Georgetown, Mass.

WILL PAY CASH FOR FOLLOWING SECOND-Hand Rides, which must be in good condition: 3-Abreast Portable Carrousel, Tilt-A-Whirl, No. 5 Ferris Wheel, Rollo-Plane or any other Portable Ride. Also Mechanical Exhibits. Will not deal through brokers. **PEDRO C. CASTRO,** Hotel America, New York City.

At Liberty Advertisements

5c a WORD (First Line Large Black Type). 2c a WORD (First Line and Name Black Type.) 1c a WORD (Small Type.) Figure Total of Words at One Rate Only.

MINIMUM 25c. CASH WITH COPY.

AT LIBERTY ACROBATS

COMEDY ACROBATIC COMEDIAN—Also Clowning. Sober and reliable. Will join team or troupe. Address LES J., Billboard, Chicago.

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY — ADVANCE AGENT. FAST Booker with car for outstanding stage units, radio, screen names, all girl, novelty, Western or hillbilly bands and standard vaudeville acts. Can offer steady, profitable year-round routes, playing best theatres all territories. Results guaranteed. Rush details, photos, route or address two weeks ahead. **BOX C-469,** Billboard, Cincinnati.

MANAGER FOR TOP FLIGHT BAND, ARTIST, Ballroom or Club — Exceptional radio background. **RAY CAMERON,** 3 Crandall St., Binghamton, N. Y.

AT LIBERTY — Close Contracting Agent. Auspices or straight biller, banner, press. Save managers troubles. Handle any show. Your limit. **TOM AITON,** Western Union and General Delivery, Cambridge, O.

AT LIBERTY BANDS AND ORCHESTRAS

ATTENTION, BOOKERS, Hotels, Clubs — Twelve-Piece College Orchestra available June 1. All music majors, together four years; featuring fine take-off piano, drums, trumpet, sax men. Own arranger. Novelty modern quartet; versatile. Have many five sax and five brass arrangements. All inquiries answered. Write or wire **JACK FRAZIER,** Jefferson City, Mo. my25

AT LIBERTY FOR SUMMER ENGAGEMENT — Steve Latanation's Ten-Piece Dance Band. Union. Sweet, swing and novelty numbers. Good vocalist. All college men. Available June 1. **JAMES E. HILLER,** Box 1, College Station, Murray, Ky.

BUDDIES' GIRL DANCE BAND—AVAILABLE for summer job in or near Washington. **GRACE SIMPSON,** 18 9th St., N. E., Washington, D. C. my25

FIVE-PIECE COLLEGE GIRLS' DANCE BAND— Four years' experience. Want summer engagements, resorts or liking. Available after June 15. Write **NANCY ARMSTRONG,** 316 Linden, De Kalb, Ill.

FOUR-PIECE BAND WISHES LOCATION — Will go anywhere. Costumes, uniforms and stands. Feature novelties and specialties individually. All double. Suitable for dance, hotels or cocktail bars. Play anything. Available after June 1. Write or wire **CHIC CUSHMAN,** 712 Easter Day Ave., Sault Ste. Marie, Mich.

Additional Ads Under This Classification Will Be Found on the Next Page.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

JUNE 10TH — FINE 5-MAN COMBO. MANY styles, vocals, novelties, swing, society, commercial. "We kill 'em." **MUSICIAN,** 1226 11th Ave., Greeley, Colo. my25

LES MACKLEM AND HIS SOPHISTICATES— A youthful band with adult appeal. Personnel, eleven including girl vocalist. Danceable arrangements, clever group vocals by band, features audience participation. References. Write **HARRISON VON DUYKE,** 8113 DuPont Bldg., Wilmington, Del. Available June 10. je8

LOS CHICOS — LATIN ORCHESTRA. GENUINE South American and Cuban rhythms and arrangements. **BOX C-475,** Billboard, Cincinnati. je8

FAST, VERSATILE DANCE BAND — 5-7 Men. Can augment. High degree musicianship, thoroughly organized, young, personable outfit. Proven crowd pleaser. Invite proposition from better class summer hotel, club, resort. BOX C-470, Billboard, Cincinnati, O. my25

FAST Large or Small Versatile Colored Orchestra and Entertainers available. Write EDDIE ROBERTS, care The Amsterdam Musical Association, 107 W. 130th St., New York City. je8

ORGANIZED, VERSATILE Six-Piece Union Band. Plays popular, tango, concert. Location only. Particulars on request. Write BOX 159, care Billboard, 1564 Broadway, New York. my18

5-PIECE BAND—Available for the summer period. Dinner, dance music and shows. Played best hotels. All young and smart. Union. VIOLINIST, Apt. 2-E, 15 W. 51st St., New York City. Plaza 8-1234. my25

AT LIBERTY

CIRCUS AND CARNIVAL

A-1 TALKER with DeLuxe Amplifier wants management of Girl Show, Side Show, etc., on large, reliable outfit or park. Sober, sincere worker. Young, neat appearance. Talk, grind, lecture anything. Percentage must be right. State all particulars in first. BOB BAILIE, 45-48 40th St., Long Island City, N. Y.

EXPERIENCED POPCORN, Candy Apple and Floss Man—Good grinder, 37, neat appearance, sober, reliable. Have car. SHOWMAN, 1316 Penn Ave., Jeannette, Pa.

RIDICULOUS TRIO—Three Regular Clowns, best of props. Four Acts. Go anywhere. Address care The Billboard, Chicago, Ill. my18

SOUND TRUCK — New ½-Ton Panel; attractive signs; do advance. Hard, sober worker. Have worked for best shows. Want long season, good pay. AL, Western Union, 710 7th Ave., New York. je1

AT LIBERTY

COLORED PEOPLE

AT LIBERTY — COLORED Pianist. Read and fake. Want to join some med show or big carnival. Address **COMPTON SMITH,** 154 Sycamore St., Macon, Ga. my25

COLORED ORCHESTRA — SEVEN MEN IN uniform, stands, large library of modern tunes, special arrangements. Experienced all lines. Only best spots considered. Write all. Available by May 30. Location only. **D. V.,** 613 Lee Court, Scranton, Pa. my25

AT LIBERTY — Colored Orchestra, large or small, for clubs, hotels, resorts, ballrooms. Entertainers. Now available. Write, wire JOHNSON'S SWINGSTERS, 522 S. Scott, South Bend, Ind.

ORGANIZED COLORED REVUE — Twenty people, including band, singers, dancers, comedians for night clubs, theatres or carnival. Panics, lay off. Write or wire FRANKIE, 839 N. Capitol, Indianapolis, Ind.

AT LIBERTY

DRAMATIC ARTISTS

HUCH MON[illegible] — STRAIGHT ACTOR, PORtrayer of [illegible]s drama and solicitor of the lead in "K[illegible] General Delivery, New Rochelle, N. Y.

MOVIE JUVENILE LEAD — DISAPPOINTED. Studied under Charles D. Coburn. Last engagement, New England Repertory Theatre. Young, attractive, refined; distinctive personality. Character bits; light, sophisticated comedy. Interpretive tap. Fast study. Stagecraft, play writing, publicity knowledge. Photos, wardrobe. **CARL EDWIN VARNEY,** Mount McGregor, N. Y.

BUD HAWKINS—Comedian, General Business, as cast. Age 42, height 5 feet 7, weight 160. Dorothy Hawkins, Ingenues, Leads, General Business, as cast. Age 32, height 5 feet 3, weight 112. Plenty specialties, comedy singing, talking, dancing, singles and doubles, magic and rag pictures. Trained dogs and monkeys, five dogs, two monkeys. Experienced team, all essentials. Write, allow time for forwarding. BUD HAWKINS, 3830 Drakewood Drive, Cincinnati, O.

GENERAL BUSINESS, Characters—Well experienced, good appearance. ROY F. LEWIS, 648 N. Dearborn St., Chicago, Ill.

AT LIBERTY

MAGICIANS

FRED JACKSON — MAGIcian, Lecturer. Illusion Show Managers, attention. Nothing sensational; skilled magic galore. Address 104 Grand St., Brooklyn, N. Y.

CRYSTAL GAZING, Magic, Hypnotism, Straights in Acts. Private readings. Man and wife. Open at once. Gas and oil advance. ELMAR, 2311 Scioto Trail, Portsmouth, O.

AT LIBERTY

MISCELLANEOUS

AT LIBERTY — MED LECTURER. YEARS OF experience. Work in acts, some specialties and piano if necessary. Make an offer. Have car. **KING ALLISON,** care Travelers Hotel, Knox, Ind.

THE CAPT. MACK SMALL FRY CIRCUS — Presenting the grandest Kiddie Show on earth. Featuring Miniature Circus Cage Wagons, 3x7 ft.; Baby Bears, Dogs, Monkeys, Ponies, Birds, Music. Flashy Society Style Circus Show. Personnel, equipment finest that's available. **CAPT. MACK CIRCUS,** R. D. 1, Paterson, N. J.

PUBLICITY WOMAN—Late twenties, American. Well educated. At liberty June 1. Excellent references. Radio station contact. Write R. M. BENNETT, 17 Beekman St., Plattsburg, N. Y.

WORLD'S ACCLAIMED Most Unique Strength Endurance. Actual body rocking champion. The human engine who astounded all medical science and endurance athletes by continuously rocking like mechanical robot attached to his world famous "Rocko-Swayo-Scope Illuminated Clock" that has already registered the world's records, including Madison Square Garden, Midtown Health Institute and Ripley's Oddiorium of 50,000 hours with 155,000,000 actual body swings. Exhibitions are latest novelty act with world-wide publicity and great drawing power. Can be arranged upon flag pole, edges of buildings and windows in any character make-up to suit all type shows. Also promoted to general rockothon. Write ALEXANDER MEYER, 33 W. 84 St., New York City.

AT LIBERTY

MUSICIANS

AT LIBERTY SOON — A-1 Trumpet Player. Positively with radio, show and dance experience. Address **G. ERWIN,** Box 73, Lynchburg, Tenn.

BASS MAN DOUBLING Trombone wants work with 6-10 pieces. Sober, steady. Location or road. **BOB DEWEY,** 2249 Hoyt St., Dubuque, Ia. my18

STRING BASS — EXPERIenced, young, single, union. Read or fake. Fair baritone voice. Prefer good string band or small swing or strolling unit. Will go anywhere. **HOWARD LEITNER,** Yemassee, S. C.

ACCORDIONIST AND ARRANGER — AGE 26, single. Ten years' experience. Wants a good steady location, either solo or with a small swing unit, preferably at a resort. Available immediately. **JOHN MACK,** 3047 S. Drake Ave., Chicago, Ill. je8

ALTO, TENOR AND CLARINET MAN—NAME band experience. Single, age thirty, good appearance and dependable. Good tone, read and jam. Sincere. **RAY BOSSART,** Mountain Hotel, Iron Mountain, Mich.

AT LIBERTY — TRUMPET. FULL TONE, GOOD range, reader. **TRUMPET,** Duval Hotel, Jacksonville, Fla. je8

BAND OR DANCE DRUMMER — HAVE NEW outfit. Read or fake. Desires steady engagement with name band. Will travel. Young and sober. Wire **LARRY TAYLOR,** 116 S. 8th St., Goshen, Ind.

BAND MASTER, CORNETIST — EXPERIENCED. Troupe or locate. **WALTER K. SCHOFIELD,** Bowdle, S. D. my18

DRUMMER — DOUBLING VIBES. ANY STYLE either instrument. Arrange, emsee shows. **MUSICIAN,** 10 Water St., Warren, Pa.

DRUMMER — EXPERIENCED IN ALL SIZE bands. Union, young. **ORVAL HOOPER,** Augusta, Kan.

DRUMMER—EXPERIENCED MOST ALL LINES. Read, reliable. Anything, travel or locate. **AL KLEINSMITH,** 1113 N. 6 St., Leavenworth, Kan. je1

EXPERT GUITARIST (SPANISH) — EXPERIenced all lines. Sings any part. Work any combination. **GUITARIST,** 1723 3d Ave., Columbus, Ga. my18

GIRL TROMBONE — TAKE-OFF, READ, GOOD range, fine tone. Experienced. Sing, some alto. Car, P.-A. Male or good girl band. **EUNICE JOHNSON,** Tomahawk, Wis. my18

GUITARIST, RHYTHM — COCKTAIL COMBO, small band. Guarantee satisfaction. **BOX C-472,** Billboard, Cincinnati, O. my18

GUITARIST — MODERN TAKE-OFFS AND rhythm. Name band experience. Read, fake; $400 guitar; also finest Spanish electric guitar outfit. Reliable, clean habits, union, age 23. Consider all offers. No panics. Location preferred. Two years with "Les" Brown's Ork. **STACY McKEE,** 52 S. East Ave., Bridgeton, N. J.

HAMMOND ORGANIST — SKATING RINK. R.S.R.O.A. experienced organist. All bronze and silver dance steps. Perfect skate rhythm. Young man of personality and appearance. Spotlight organist. New England State preferred. Wish connection where roller-dances are featured and organ music is rendered by metronome. State salary first letter. Will send own organ recordings and professional photographs on approval if desired. Don't misrepresent. **BOX C-466,** Billboard, Cincinnati. my18

HAMMOND ORGANIST, PIANIST, ARRANGER —Results guaranteed in all essentials through successful feature soloist engagements with good bands and further solo experience. Complete wardrobe, library, arrangements to order, etc. Any reliable offer considered. **LEE ROBERTS,** 5467 Penn Ave., Pittsburgh, Pa.

STRING BASS — VOCALS, READ, FAKE. Young, sober. Go anywhere. **KENNY MOON,** 431 N. Illinois St., No. 10, Room No. 1, Indianapolis, Ind.

TENOR SAX MAN—DOUBLE CLARINET. EXperience, read, fake, union. Locate or travel. Available June 10. **TOMMY MEADOWS,** State Teachers' College, Murfreesboro, Tenn.

TROMBONIST AT LIBERTY JUNE FIRST — Union. Wide experience dance, stage and pit. Good reader. Want summer job. Excellent range. **WILLIS SMITH,** La Rose, Ill.

TRUMPET PLAYER — "HOT MAN," READ, fake. Union. Five years' experience. Will travel, locate. Pictures on request. Available June 10. **WALLY McMURRAY,** State Teachers' College, Murfreesboro, Tenn.

VIOLINIST—21, DESIRES COCKTAIL LOUNGE, hotel or bar work. Featuring electrified violin. Willing to join reliable strolling unit. Can handle semi-classics as well as sweet and swing. Brilliant tone. Consider any reliable offer. **BOX NY-5,** The Billboard, 1564 Broadway, New York, N. Y.

ACE ALTO SAX-CLARINET—Read or anything; wide experience; possesses ability plus ambition. Single, congenial, willing. Only reliable offers considered. Write JOHN KIDWELL, Crittenden, Ky. je8

ALTO OR TENOR SAX, Clarinet and Flute—All experience. Have car. Can furnish more men. MORRIS BENZ, 127 W. Hanover Ave., R. D. 1, Morristown, N. J.

ARRANGER with new, original style will join organized band on co-operative or salary basis. Have interesting proposition for young, ambitious band. BOX 162, care Billboard, 1564 Broadway, New York.

BASSES—Doubles on Tuba and String Bass. Fine musician, good tone, new instruments. Seven years' experience, plenty with name bands. Age 21, single, union, sober, honest and neat looking. References, solid. Can sing and do some arranging. Photos. Panics, lay off. R. DAVIS, Box 301, M. S. C., Murray, Ky.

DRUMMER — Modern, solid, thoroughly experienced; 27, all essentials. Reliable band on summer location only. Panics, hams, please no. BOX C-471, Billboard, Cincinnati, O. my18

DRUMMER — Age 19, single. Plenty experience. Have new Krupa drums. Read and fake. Go anywhere. Play solid drums. Can also bring First Alto Man doubling Tenor. Wire or write FRED PITTS, General Delivery, Bunkie, La.

DRUMMER — Due to sudden disappointment, am available immediately for summer or permanent job. Union, young. Play very solid. Eight years' real experience every kind. Cut any show. Have car. Best of references. Consider anything with decent salary. No more panics. STANLEY HOTALING, Warwick, N. Y.

ELECTRIC STEEL and Rhythm Guitar—Doubling Trumpet and Violin. Read and jam. Modern, good appearance. Experienced all lines. Anything reliable considered. MUSICIAN, 357 N. College, Fayetteville, Ark.

GUITARIST — Available immediately for dance orchestra, vaudeville, strolling combination. Union, single, sober, neat, young, dependable. Free to travel. Read, fake, rhythm, fill-ins, solos, etc. Cut anything. Experienced all lines. Consider any reliable offer. No hams, panics. Misrepresentation causes this ad. Write, wire JOHN RECTOR, Hickory, N. C. my18

HAMMOND ORGANIST, Novochordist—Plenty on the swing side. Lotta smooth, lotsa classic. To dance to or listen to. ORGANIST, 37 Seymour, Tonawanda, N. Y. ju15

MODERN DANCE and Show Drummer — Good appearance and wardrobe. Reliable, willing, capable of working in with any combination. Age 23. Communicate with RICHARD VITACCA, 646 N. Homan Ave., Chicago, Ill.

SIX STRING GUITAR MAN—Doubling Trumpet and Violin. Experienced band and stroller units. Union, sober, reliable. Available June 1. Write MUSICIAN, 2620 E. Douglas, Wichita, Kan. my25

SAXOPHONE, Alto or Tenor Clarinet wants location, institution, factory band. Consider other duties. Will troupe circus. Good dance band. WALTER CATE, 306 W. Morrell St., Jackson, Mich.

TROMBONIST — Well experienced in all lines. Troupe or locate. Write or wire immediately. LYLE R. COX, 1607 Woodland Ave., Canton, O.

TRUMPET AT LIBERTY May 15—Age 40, experienced all lines, revue, dance, concert, hotel work, first class carnival, good circus. Dance leader. I don't take-off or fake. Read anything, modern tone. No panics. Go anywhere. Chiselers, stay away. Write, wire CARMINE PETRARCA, 122 Fox St., Hot Springs, Ark. my18

VERSATILE MUSICIAN playing Accordion, Bass, Cello, Saxophone, Clarinet, Arranger. Age 30. Fourteen years' professional experience symphony, radio, dance. Sober, reliable. Union, good appearance. BOX 160, care Billboard, 1564 Broadway, New York. my25

VIOLINIST — Doubling Viola; dance and concert. Played best hotels and bands. Young, smart. Will join union band anywhere on wire. VIOLINIST, Apt. 2-E, 15 W. 51st St., New York City. Plaza 8-1234. my25

YOUNG MAN — Tenor. Experience in solo and chorus. Sing popular songs. Free to go anywhere after June 14. Want to sing with orchestra. JOHN FARKAS, 3711 Deodar St., East Chicago, Ind. je8

AT LIBERTY

PARKS AND FAIRS

AERIAL COWDENS — DEscriptive Ad below. my18

BALLOON ASCENSIONS— For all occasions. Girl Parachute Jumper. **JACKSONVILLE BALLOON CO.,** Jacksonville, Ill. my18

BALLOON ASCENSIONS— Old-time thrill in a modern manner. Observing all Civil Aeronautics Authority Rules. **THOMPSON BROTHERS BALLOON AND PARACHUTE COMPANY,** Aurora, Ill. Established 1903. my18

BALLOON ASCENSIONS— With Sensational Breath-Taking Parachute Jumping with modern equipment for Fairs, Parks, Celebrations. Always reliable. **CLAUDE L. SHAFER,** 1041 So. Dennison St., Indianapolis, Ind. je1

ANIMAL ATTRACTION — A-1 CLEAN OUTfit. Has special appeal as Kiddie Program for fairs, parks; all type celebrations. Presents exceptional exploitation opportunities. **J. B. CASEY,** R. D. 1, Paterson, N. J.

AT LIBERTY — TIM MIX AND HIS DUDE Ranch Girls, carrying six people. Have beautiful wardrobe and new flashy instruments. Act consists of yodelers, singers, comedian, novelty Western acts, Australian bull whip manipulating, trick pistol shooting and hot shot band. Have window cards, one sheets, new screen trailers, photos, newspaper mats and beautiful GMC sound truck equipped for ballyhoo. We play parks, theatres and fairs. Mansfield, O., May 16, 17, 18; Portsmouth, O., May 19, 20; Niles, O., May 22, 23; East Liverpool, O., May 24, 25.

BALLOON ASCENSIONS, DEATH-DEFYING Parachute Jumps, modern equipment trapeze performed in mid-air on balloon. Write or wire. Prices reasonable. **BALDRIDGE BALLOON COMPANY,** 5023 Corunna Rd., Flint, Mich. my25

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. **BINK'S CIRCUS ATTRACTIONS,** Route 1, Cudahy, Wis. my18

HIGH POLE THRILLER — HIGH AERIAL CONtortion Act. Two different acts. Reasonable price and literature on request. **BOX C-476,** The Billboard, Cincinnati, O. my25

SI, FANNY AND TRICK MULE, ABNER— Comedy Novelty Act, Rube Clown grandstand; also several short Comedy Acts. Available for fairs. **SI OTIS,** care Renfro Valley Barn Dance, Mt. Vernon, Ky. my18

THE CARMENES — TWO COMPLETE AND distinct acts. Three people hand and ladder balancing equilibrists. Three people comedy acrobatic act. Price and literature on request. Address **BOX 21,** Williamston, Mich. my25

THE DALTONS — ROPE SPINNING BLINDfolded, featuring 16-year-old Slim, only person presenting rope spinning this way. Rifle and Pistol Sharpshooting, Bull Whip Manipulating. Two people, flashy wardrobes. Circuses, fairs, etc. Mail address: Centerdale, R. I.

THREE FREE ACTS AT LIBERTY — SLACK Wire Act, Comedy Juggling and Balancing Act, Comedy Dog Act. Price of acts reasonable. Write for literature. **CHESTER HUBER,** Wabasha, Minn. my18

AERIAL COWDENS—Three Standard Acts. Fast Double Trapeze Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. my18

CHARLES AUGUSTUS — Classy Trapeze Performer. Available for 4th July celebrations; other events. Featured act. Attractive apparatus. Act can be erected on your platform. For full information address CHARLES AUGUSTUS, care Dreier Drugs, 602 Calhoun St., Ft. Wayne, Ind.

CLOWN MOTORCYCLE COP — Celebrations my specialty. Work in events. Do platform acts. General clowning. Produce contests, etc. Most entertainment for your money. ART ATTILA, Billboard, Chicago.

E. R. GRAY'S ATTRACTIONS — Twelve Vaudeville and Circus Acts. Six ladies, four gents. Triple Bar Act, Rolling Globes, Contortionist, Roman Ladders, Skating Act, Comedy Acrobats, Swinging Ladders, Slack Wire, Dog Act, Posing Act, Comedy Riding Act (we use a mule), Singing and Dancing. Can be booked as a unit or separately. Address Ross and Keck Ave., Evansville, Ind. my18

NEW ACT — Bounding Lindsley and Dummy Girl on Bounding Rope. Scream start to finish. This is tops and cost no more. 120 W. 14 St., Neillsville, Wis.

NOVELTY ACT — Performing Dogs, Clown, Two-Piece String Orchestra. In or outdoor affairs. Go anywhere. MISS CLARA BERGMAN CO., 341 Climax, Pittsburgh, Pa.

THE CLAYTONS—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. 201 W. Ninth St., Cincinnati, O. je1

THRILL ACTS — Unit offering sensational and unusual acts, featuring the Flying Trapeze, America's most beautiful motordrome thrill performance. Copyrighted. Open for fairs, celebrations or contract. If you can offer definite contract write or wire ALL AMERICAN DAREDEVILS, care of Jack Evans, 443 Mt. Vernon Rd., Newark, O.

WHY NOT? — Trained Dogs, Baboon, Monkey, Tip Top Magic and Rag Pictures. The best in fun and entertainment. BUD HAWKINS, 3830 Drakewood Drive, Cincinnati, O. my25

TWO FEATURE PLATFORM ACTS — Wire Walker and Jugglers. Each act runs fifteen minutes. Write for prices and literature. THE GRIFFITH TRIO, 316 Main, Keokuk, Ia. jy27

AT LIBERTY

PIANO PLAYERS

PIANIST — SOLID RHYTHM OR FILL STYLE. Age 24, single, union. Arrange some. Anything reliable. At liberty May 27. **DICK McGILL,** 219 Washington, Winona, Minn. my25

PIANIST — Age 22. All essentials guaranteed through lengthy experience. Would like to make connections for a good summer job. KIRBY, 515 Kennedy St., Perth Amboy, N. J.

PIANIST — Very good swing man. Age 30, read, fake, play shows Basie style. Also sing. Sober and dependable. All offers answered. LEW PARKER, Runnemede, N. J.

PIANIST — Double Calliope, some Accordion. Would like to join small tent show, med, girl show. Experience in putting up and taking down. State all. HARRY McKENNEY, General Delivery, Fredericksburg, Va.

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Double hemmed fast color cotton. Gilt spear top.
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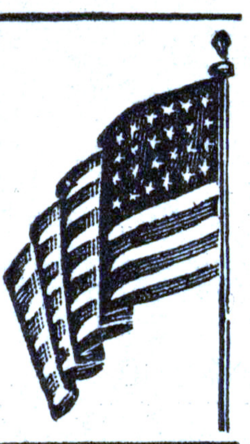

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Size 1¾ Inch. Satin Flag. Brass Pin.
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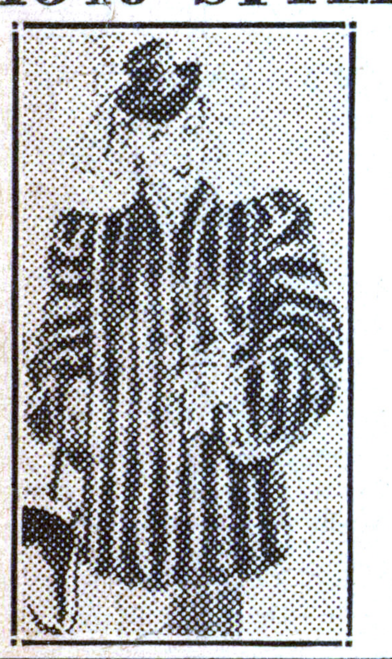

Genuine China Lamb looks like Real Fox . . . in all shades: Red, Blue, Silver, Lynx and Platinum — a real Money-Maker for Bingo, Salesboard Operators and Premium Users. Money Refunded if Not Satisfied. All merchandise shipped C. O. D. Write for Free Catalog and Price List.

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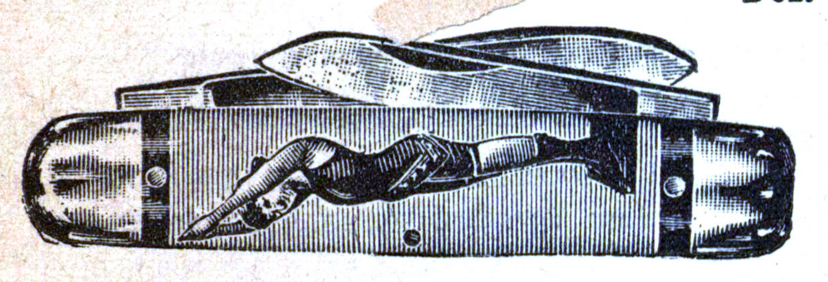

No. B 100—Medium Size, attractive Photos on handle. Closed 3 in. long. Has 2 well ground blades, bolsters at both ends. You must see the Photos to appreciate the big value.
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3916 Detroit St., Toledo, Ohio.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Novelty Clock Lamp

Bingo and salesboard operators are finding the Zephyr novelty clock lamp a natural, Premium Products Mfg. Co. reports. Item is 15 inches high, with a 10 by 4¾-inch base. Overall height is 12½ inches. Comes complete with electric tubular bulb and pendulum electric clock with silent movement guaranteed for a year. It has a four-inch glass-inclosed face in white metal nautical wheel. Lamp is operated by individual switch. Made of chrome-plated white metal parts and glass is frosted blue or white with silver stripes. Wired and ready for operation. Special prices are offered to introduce this novel and serviceable item that is certain to appeal to all, the firm reports.

3-Band 3-in-1 Radio

Radio Wire Television, Inc., reports that the new three-band three-in-one portable Lafayette radio is proving a big number with salesboard and bingo operators as a grand prize. Known as the Cosmopolitan, the radio operates from any power source—self-contained batteries or AC. or DC. light lines, and provides universal reception. Provides coverage or full standard broadcast band, short-wave range from 16 to 51 meters and long-wave airplane beacon and weather reports from 790 to 2,140 meters. Has two built-in loops and uses six tubes. Case is covered with washable Pig-Tex. Drop front folds back into case when receiver is in use. When closed, it not only conceals control panel but locks with a key. Uses two 4½-volt A and two 45-volt B batteries.

3-Way Spatula

The three-way spatula is again earning good profits for demonstrators, the Coradon Co. reports. Item is useful, practical and novel. It is designed for lifting all foods from cooking utensil to serving dish and made of nickel-plated steel with stainless steel blade. Handle colors include green, red, ivory and blue. Every housewife is a prospective customer, for the three-way spatula is designed for removing pie crust from kneading board, fish, fowl, omelets, meat loaf and ice cakes. The three blades spread to prevent food being moved from breaking or crumbling. Special low prices offered, the firm reports.

Spectacle Cleaners

Door-to-door workers, agents and specialty salesmen are reaping profits with the Clean-o-Mist tissue booklet for cleaning eyeglasses, Clean-o-Mist Co. reports. Repeat business is good, for the item leaves no lint, does not collect dust, prevents fogging, is convenient to carry, absorbs finger and face grease from the lens and is sanitary. Prices allow opportunity for a good margin of profit, the firm reports.

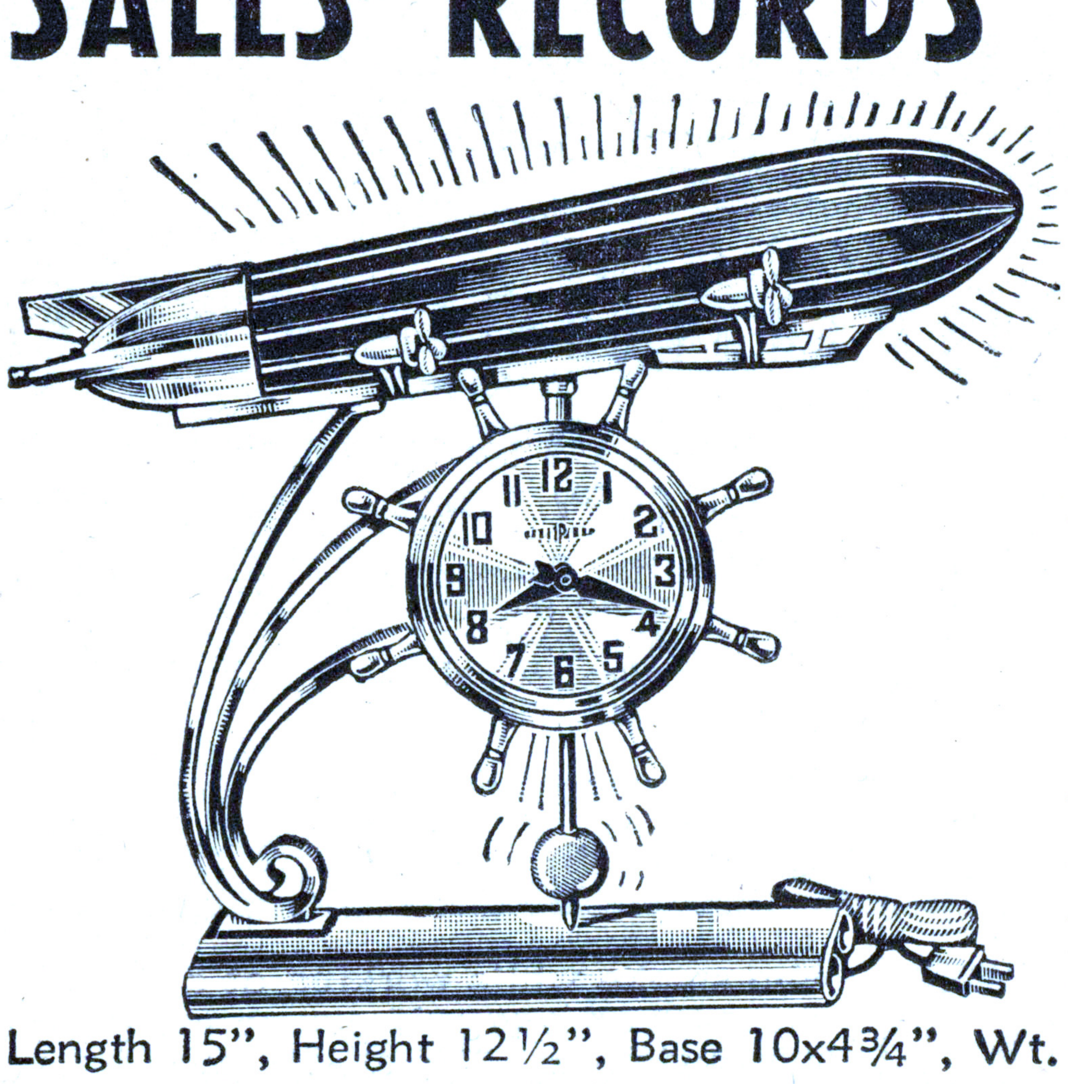
Decorated Tumblers

Decorated tumblers are again eyed as a big money-maker by concessioners, Hazel-Atlas Glass Co. reports. Flower decorations are proving a good number, with the five-ounce fruit juice and nine-ounce water glass seen as top-notch items. Tumblers with Mexican designs are being featured and these are available in these sizes and the 12-ounce ice tea glass. This line was shown at the recent National Premium Exposition, Chicago, where it was a big hit, the firm reports.

Air-Conditioned Pipe

The Bon-Aire, air-conditioned pipe that smokes as cool as a breeze, is a natural for salesboard operators, Waldorf Pipe Co. reports. It has a simple valve control in shank which prevents moisture from entering bowl and souring pipe. Smoke is cooled as it passes thru the shank. It is light in weight. Men

SALES RECORDS SMASHED!



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NOVELTY CLOCK-LAMP

It's Unique! Different! A brand new sensation with real flash! Handsome electric pendulum clock and Zephyr lamp combined! Clock is set in nautical wheel, has silent, guaranteed movement. Lamp is operated by individual switch. Glass is frosted blue or white with silver stripes. All chrome plated white metal parts. Complete with approved cord and tubular bulb.

Length 15", Height 12½", Base 10x4¾", Wt. 5 lbs., Packed 1 to Carton.

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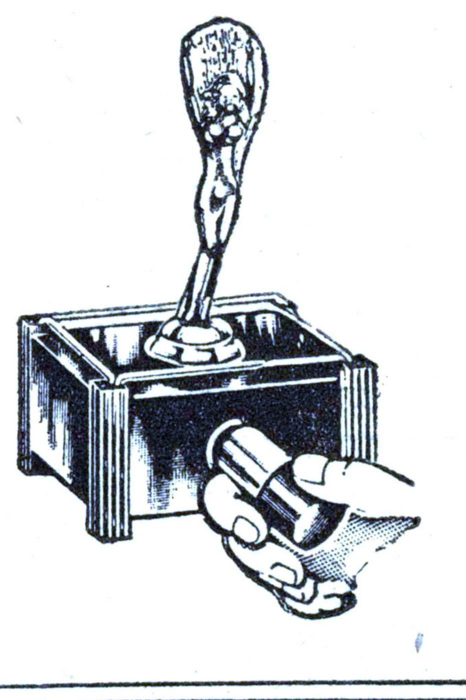
Sensational! Fascinating!
The new popular Silent Flame Lighter



Operates in an entirely new principle. Base is attractively finished in dark wood grain and copper. Lighter shaft concealed in base. When withdrawn and touched to any part of nude statuette . . . the shaft tip ignites.
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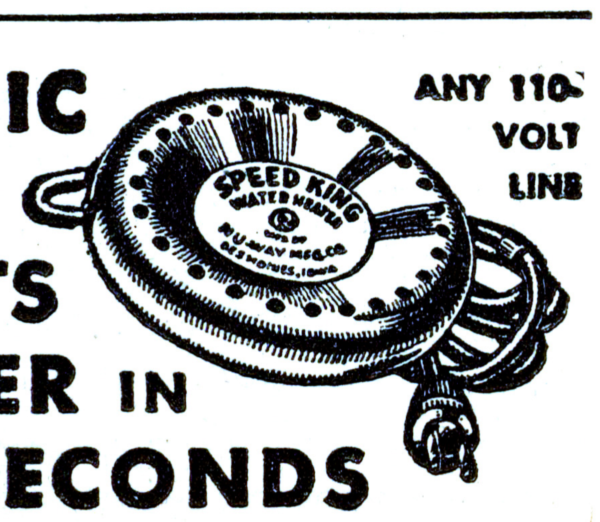
ANY 110 VOLT LINE



MILLIONS need Speed King—gives you hot water fast and cheap. Drop into any pan of water—plug into socket—in 60 seconds you have hot water. Rush your name for sample offer for use as demonstrator. Plenty cash profits for agents. No Money. Just send name on postcard.

Pocket Size Samples FOR Agents SEND NAME!

NU-WAY MFG. CO.
Dept. 435B, Walnut Bldg., Des Moines, Iowa

who smoke while working at a desk, machine or on the golf course are prospective customers. The all-aluminum finned shank adds to the flash. The pipe is easily cleaned and requires no breaking-in. Bowl is made of Algerian briar and cakes evenly, as every shred of tobacco burns to the bottom. Bit is made of hard rubber and is removable. Air-cooling chamber may be exposed to the air for cleaning. New low prices are offered, the firm reports.

Electric Stove

The Armstrong Electric Stove, Armstrong Products Corp. reports, is proving a natural for salesboard operators and earning good money. Since it cooks three things at once, it may be used in hotels, rooming houses, summer camps, cottages and trailers. Stove includes griddle; deep pan with rack for broiling, cooking and baking; waffle iron; toaster, poached egg pan and cord with plug attached. Operates on AC. or DC., 110 volts. Weighs only six pounds and fits in 8 by 12-inch space. Special prices are available, the firm reports.

Sandals

Saks report that sandals for men are proving a big money-maker and demand is increasing. Approved by Hollywood and Florida, sandals are made of leather thruout. Available in sizes 6 to 12 in narrow and wide widths. Offered in white, brown or natural, the firm reports.

NOTES from SUPPLY HOUSES

Announcement has been made of a contract between Erwood Sound Equipment Co. and National Radio Corp., whereby National Union becomes exclusive sales agent in the United States for Erwood sound systems. John Erwood, president of the firm which bears his name, said that National Union had been placed in charge of all matters pertaining to sales. Henry Hutchins, National Union's sales manager, said: "We are convinced that the sound system is a real item of profit." The firm recently introduced a line of Sound X/Tra tubes especially adopted for audio and sound work. The new tubes, plus improvements in sound engineered by Erwood, bring technical improvements that will appeal to many prospective sound users, Hutchins added.

ELITE EXPO OKEH

(Continued from page 42)

manager; F. C. Bogle, general agent; J. F. Meaney, billposter; Vinton Brown, electrician; Otto Lenhart, mechanic; Gene Davis, artist; Don Foltz, lot superintendent and sound truck.

Concessions: Hit and miss, Bess Foltz; bottles, Maxine Lime. Rolldown, Jim Graham; Russell Hall, agent Bottles, Tinsey Reese; scales, Dutch Merrow; pop corn, Dave Reese. Corn game, Josie Rotolo; Arkie Cooper, manager; Finn Arndale and Phil Jackson, agents. Over and under, Bert Banty; penny pitch, Frankie Cooper; cotton floss, Alma Banty. Diggers, Mrs. Charles Elliot, owner; Bob Dixon, agent. Photo gallery, Frank Carter, owner; Fern Arndale and Lorretta Clark, agents. Clothespins, Bud Lime; string game, Doc Canaga; palmistry, Lady Luraye; cigaret gallery, R. W. King. Cookhouse, George Childs, manager; Jerrie Mott, griddle; Ray Smith, headwaiter; Robert McGraw, yardman.

Rides

Rides: Swing, Gale Creach, foreman; Pete Stern, clutch; Jack Collins, tickets. Ferris Wheel, Otto Lenhart, foreman; Joe Histel, clutch. Tilt-a-Whirl, Harold Boyd, foreman; Carl Haley, clutch; Sam Jackson, tickets. Mix-Up, Walter Clark, foreman; Mrs. Harold Boyd, tickets. Loop-o-Plane, Clarence Earl, foreman; Ned Stanley, tickets. Kiddieland (three rides), Mr. Atkinson, manager; Mrs. Atkinson, tickets.

Shows: Artists' Models, Doc Wright, manager; Sleepy Davis, tickets. Pit, Ralph Noble, manager; W. H. Leroy, assistant manager; Henry Star and Blackie Ballard, tickets; Fay Cardell, woman with radio mind; Baba Haza, fire-eater and torture box; Billie Taylor, illusion; Lee Roy, Punch and Judy; W. H. Sears' World's Smallest Entertainers; Bozo Brown, clown and comedy; Julia-Francis Doran in annex. Athletic, John Ellis, manager; Hot-Shot Nelson, boxer-wrestler; Doc Haggaar's Circus; Doc Haggaar, manager; Bob Nick, tickets Snake Show, Ed Beard, manager; John Dunlap, tickets. Penny Arcade, Walter Deemie, manager; Mrs. Vinton Brown, cashier.

HYDE SUCCESSFUL

(Continued from page 42)

and committee and city officials cooperated.

General Manager Eric B. Hyde is using plenty of color and illumination and has spared no expense in attempt to make this season's offering an outstanding one. Main entrance, canvas, fronts and concession booths are attractive in colors and electrical effects. Shows are transported by trucks and baggage cars. Flying Lamars, Harry Lamar, Mary Stevens and Benny Gibson, free act, made their debut with the shows here and were well received.

Sunday was an off day, as not even theaters opened. Monday started off with a light late matinee, but at night attendance and business about doubled that of opening night. Shows include Congress of Oddities, presented by Eric B. Hyde; Life, Major Scott, manager; Harlem Beauties, Ann Lee, producer-manager; International Casino, Jack Bennis, manager; Eagleson's Jungle Circus, Glomer S. Eagleson, owner-manager.

Rides: Merry-Go-Round, Raymond Smith, operator; Ferris Wheel, Charles Eichorn Sr., operator; Chairplane, Red Weadon, operator; Loop-the-Loop, George B. Burns, operator; Kiddie Autos and Airplanes, Dad Renneacher, operator. Concessions: Twenty-five are directed by the office. Cookhouse and grab stand are owned and operated by Charles Phillion, assisted by James Phillion. Bingo is owned and operated by Mr. and Mrs. Paul Bodwin.

Staff has Eric B. Hyde, owner-manager; Mrs. Maebelle Hyde, secretary-treasurer-Social Security secretary; Herbert Wiggins, general agent; Mose Jackson, special agent; Charles Sutton, concession manager; Jerry Reynolds, transportation superintendent; Lonnie Godfrey, mechanic; Arthur Stanley, electrician; Henry Travis, master builder; Henry Mori, assistant; Curley Weadon and Percy Jackson, artists-painters.

Shows' new office wagon is equipped with the latest in business appliances. Work on all equipment will continue and kept to shows' standard. Life Show front and inside is well equipped and illuminated. Ann Lee's Harlem Beauties topped shows opening night. Mrs. Maebelle Hyde is still operating her fishpond.

DINNER OF MSWC

(Continued from page 42)

and Alice Wilson, Beckmann & Gerety Shows; Marie Book, Vera Hancock, Helen Runge and Marie Striegel, Royal American Shows; Viola Fairly, Viola Blake and Marie Jones, Fairly & Little Shows; Peggy Smith and Do[illegible]othy Hays, Greater Exposition Shows, a[illegible] Nell Allen, Esther Tracy, Millicent [illegible]ro, Grace Goss, French Deane, [illegible]ce Parker and Kathleen Riebe, S[illegible]uis members.

Table prizes w[illegible] awarded Florence Parker, Peggy Smi[illegible], Vera Hancock and Dorothy Hayes. Embroidered luncheon set, donated by Viola Blake, was won by Peggy Smith, who presented it to Grace Goss as an addition to her new bungalow. Attendance prize, donated by Bea Dawson, went to Lelia Gerety. It was a make-up cabinet. Viola Fairly read a beautiful tribute to the late Aunt Mary Francis, after which a minute of respectful silence was observed. A standing vote of thanks was given Nell Allen for her work as entertainment director.

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50,000 sold in New York City in 30 days. The fastest selling Desk Lighter in the country today! Lights by contact with figure. Large Stock on Hand. Immediate Shipments. ORDER NOW!

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25% DEPOSIT, BALANCE C. O. D.

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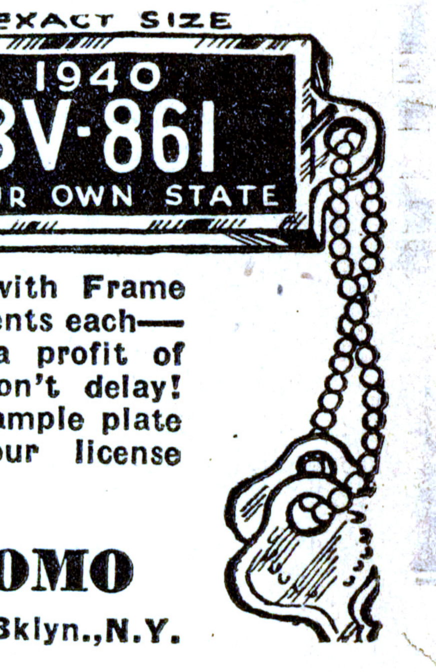

Miniature Plates, complete with Frame and Chain, cost you only 6 cents each—they retail for 25 cents—a profit of 19 cents on every order! Don't delay! Write now for all details. Sample plate only 25 cents — send your license number if you want one.

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BN1522—"Worth Special" Balls, Doz. . .1.40
N1515—Rubber Covered Balls, Doz. .... .85
N9384—2-Inch Wood Balls, Per 100. . .4.50
VARNISHED RACK RINGS
N9382—Knife Rack Rings, Per 100 ...$2.10
N9410—Cane Rack Rings, Per 100 ... 2.10

Wheels, Hoopla Rings, Hoopla Boxes, Corks, Cork Guns, Admission Tickets, Etc. Write for Prices on Items Not Listed.

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TERRE HAUTE, INDIANA
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AGENTS A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name for facts and Demonstrator sample plan. All Free! Rush.

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OR TRANSPARENT COLOR AND BLACK.
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4,000 BARGAINS
FOR SALESMEN & DISTRIBUTORS

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It has 260 pages, chock-full of unusual values. It contains selling plans; order stimulators; tested fast selling articles to dealers, stores and direct to the consumer. A new revised issue is just off the press. Cost about 25c. FREE while stock lasts. Send for your copy Today.

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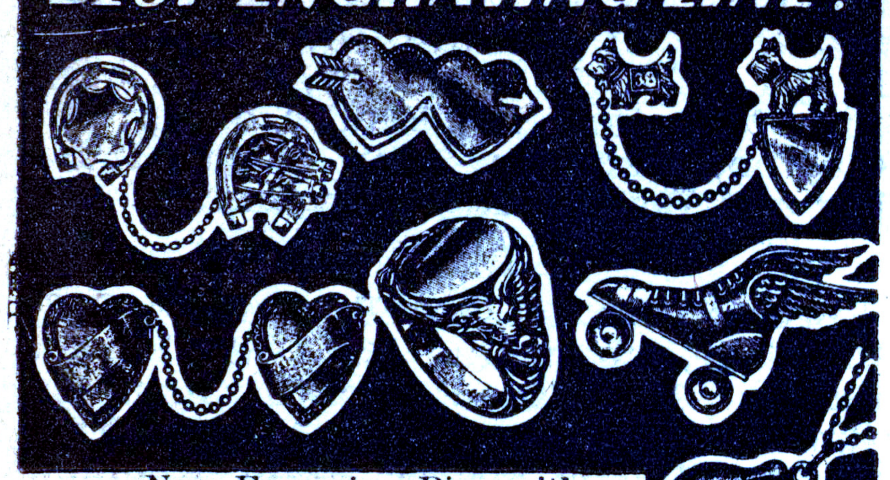

. . . New Engraving Pins with '40 year guards—styles that are clicking . . . timely sellers like football, basketball, roller-skating and bowling pins . . . also all the best selling locket styles, featuring 6 big selling "Mother-of-Pearl" Lockets . . . Best Selling Whitestone Ring Styles . . . Cameo Rings . . . Billfolds . . . Compacts . . . Photo Jewelry. Write for Catalog 24 Today.

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PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER
(Cincinnati Office)

DOC McNEELEY'S . . . med show was spotted in Fort Lupton, Colo., recently by E. L. Kiehl, who pipes: "Doc's 10 years of able med experience and 30 years as a showman causes the little necessary reckless spending on the part of the natives. His show carries five people, including himself as 'materia medica,' purveyor and straight man to his capable comics, with Mrs. Mac doing bits and assistance on the pass-outs."

* * *

TRIPOD OPININGS: "Spend the summer sitting under a shade tree and see how much comfort you'll get in the winter."

* * *

CAP CAPPERUNE . . . well known to pitchmen who find their way around to Northern Colorado stock sales, is a good example to pitchmen who think that distant green pastures are to be indulged in and not just gazed upon, because Cap has stayed in one town for eight years, according to E. L. Kiehl. "The natives not only know Cap by his famous nickname, but they utilize him somewhat as a standard father confessor," says Kiehl. "His friendly manner has won the confidence of thousands of ranchers thruout the countryside surrounding Greeley, Colo.," Kiehl adds.

* * *

VENIEKO AND WIFE . . . were seen in Neisner's, Denver, doing good work with scopes.

* * *

IT'S SWELL to become bum happy until the stuff with which you purchase your eats runs out. What then?

* * *

R. B. SMITH . . . of Wichita, Kan., a J. C. L. who has been doing nice business with a hard-to-sell kitchen gadget to farmers, is the proud possessor of a U S. patent, which promises some day to come into its own on circus, fair and carnival lots It is a device to combine pop corn with candy floss. Together with his friend, Charles Cooley, he has drawn up the plans and perfected a working model of the device.

* * *

YEA, it's tough here, but the next town might be better.

* * *

DOC WILLIAMS . . . and partner, Ray Redding, are working stock sales in Colorado, infos a note to the Pipe's desk, saying that a 200-mile jump is nothing to these boys.

* * *

LOOKS LIKE April's Showers have continued right into May.

* * *

NORTHWARD BOUND . . . from Chattanooga, Tenn., are Al (Pop) Adams and Stanley Naldrett, who are working together.

* * *

THE SUCCESSFUL pitchman never permits discouragements to retard his energy, especially at this time of the year.

* * *

W. D. COOPER . . . spent Sunday, May 5, in Pickensville, Ala., with Mr. and Mrs. Martin, who he says are driving the routes on farm sheets and doing okeh. "The missus and myself," pens Cooper, "left the flood behind and will soon be in the Arkansas mountains. Business is just so-so. Gas is 27 cents a gallon."

* * *

HAVEN'T HEARD much lately from you auto accessories workers. Pipe in.

* * *

ALBERT TIMMER . . . relates from Port Huron, Mich., that he is demonstrating pens.

* * *

WITH THE OUTDOOR season come expectations.

* * *

EDGAR H. (DOC) KELLEY . . . who retired in 1937 after 47 years as a med man, pipes for the first time in a long while from New London, Conn.: "I was in Bellevue Hospital, New York, thru January, February and March. Recently while visiting on a carnival several persons said they heard I was dead. I was suffering from a cancer in my right cheek, but am greatly improved. Ma Kelley is now in the cut-flower business and is getting a living for us both. It will be a long time before I will be of much use to her."

* * *

THE TRUE PITCHMAN ofttimes has been described as a broad-minded philosopher.

* * *

L. E. (ROBA) COLLINS . . . and wife, after five weeks in East St. Louis, Ill., at Brooks' Honky Tonk Cafe, are now with the Gene's Wonder Show in Missouri. Roba says his feet got to itching, so back to the med game. Show, managed by Gene Kight, opened the season at Ellington, Mo., April 4, and, despite bad weather, has not had a losing week. Outfit carries seats for 400, and all equipment is new. Roster includes Mississippi Mountaineers, comprising Troy Luna, Ray McEllwayne, Luther Gillard and Flossie McEllwayne; Juanita Kight, leads and specialties; Gladys Collins, parts; L. E. (Roba) Collins, straights and novelty acts; Junior Kight, ventriloquist; Henry Kight, tap dancer, and Gene Kight, lecturer and comedy. Doc Oriental Foye is working office to a fair business. G. L. Luna has the concessions with Evert Tucker, with Mrs. Luna and Junior as assistants. L. F. (Peg) Stoltz, agent for Mac's Caravan Shows, spent a night with Gene Kight recently.

* * *

SIGNS OF SPRING: Thin soles and even thinner bank rolls.

* * *

JOE CALVIN . . . tells from Southern Indiana that things are going well. He is working soap. Says he ran into Lew William, Glenn Richards and Doc Melbourne at Bloomington.

* * *

PURCELL'S STAGE CIRCUS . . . with Harry Villeponteaux, is furnishing the novelty acts on Dr. Dean's medicine show.

* * *

IF YOU'RE discontented with your job and profession, why don't you quit it?

* * *

HARLAN COMEDY CO. . . . opened in Middle Branch, O., last week to reported good business. Show will play halls until May 20, when it opens in East Canton, O., on platform.

* * *

EVERETT WILLIAMS . . . is scouting Southern Louisiana with foot remedy to fair takes.

* * *

FAMOUS LAST WORDS: "I've been in this profession longer than I care to say, but I've never told a fellow how to run his business."

* * *

Pitchdom Five Years Ago

The Maxey Show was in Birmingham, Ala., and Doc Coy Hammack in Fayette, Ala., while Jack Current and wife and Bob Posey were touring the hill country of that State. . . . Working around New York were Cronin and McCullough, with glass cutters; Yessner, coils; Archie Smith, dominoes, and Madaline Ragan, still on the 42d street lot. . . . John H. Jones was in Ardmore, Okla., having left Jimmy Miller at Houston. Beaumont, Houston and Dallas were reported hostile and scarce of money. . . . Doc W. R. Kerr Sr. had been working the lower part of South Carolina to good biz. Doc Roach and Robert Noell were also working in that territory. Roach had a platform show. . . . Doc R. E. Lewis was in Searcy, Ark., with his show, which included Smoky Pittman, blackface; Jimmy Novak, piano and straights; Nadine Novak, piano and specialties; Pitt and Pittman, dance team; Ernie Davis, sax, clarinet and characters; Mary Hendricks, ingenue; Nira Lewis, songs. . . . Additions to the Ricton show, playing Kenwood, Ga., were Lyman & Co., magicians, and Eddie Mitchell, of Cincinnati. . . . Jimmy Freesland was in Mullins, S. C., getting things ready for the Marion County Fair. Doc Wheatley, who was set to handle the banners, was also there. . . . Oscar S. Gotter, better known to the boys and girls as Shorty Shorts, of Mexican diamond fame, died in Norfolk, Va., May 1 of heart attack. . . . Mysterious Howard was working the oil fields around Longview, Tex., with paddles and presenting his magic act in schools and theaters. . . . Doc Floyd R. Johnstone and wife were in Quincy, Ill., with Zanatone and going strong. Harry Corry was also in Quincy with an auction store on Hennies Bros.' Shows. . . . Edward Morris, the Birmingham Kid, was convalescing after a serious illness at St. Luke's Hospital, Chicago. . . . Bruce Broussard and wife and Alston B. Weeks were in New York, where they had been doing Broadway and the bright spots, blowing a little of the b. r. They had been working paper thru Kentucky, West Virginia and Virginia. . . . Frenchy Thibaut was teamed with Johnny Vogt

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Will Feature the Following Lists:
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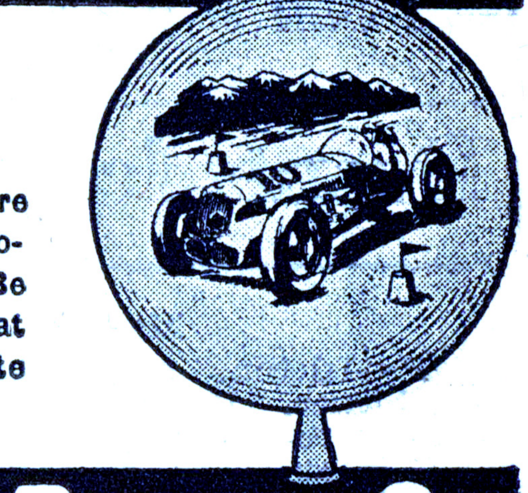

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Summer Resorts, Fairs, Demonstrations and Promotions! Lockets, Rings, Crosses, Engraving Items, etc. Send for Free CATALOG or $2.00 for samples.
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Men and women wanted to sell Colored People. Earn up to $40 week full time or $25 week spare time. Be our Agent for Sweet Georgia Brown Hair Beautifier, Face Powder, Bleach Cream, Incense, Perfumes—300 Products. No experience necessary. We show you.
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Dr. Sewell's INNERLAC HERB package now available for direct sales. Complies with the new Food & Drug Act. Good repeater. Prices right!—quick service.
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ACE BLADES AT FACTORY PRICES
Here are the kind of blades that sell and repeat. Leather-stropped to hair-splitting sharpness. Made from fine steel for long wear. Sold at lowest factory prices. Flashy display cards. We pay all shipping. Rush name for free blade and profit details.
ACE BLADE CO.,
Dept. 55-A, 68 E. Eagle St., Buffalo, N. Y.

and was working around Chicago. . . . That's all.

* * *

THINGS WE NEVER HEAR: "Why don't you bring your article to our little city? Nobody sells it there and our citizens would buy a world of them."—Local Merchant.

* * *

Events for 2 Weeks

May 13-18

CALIF.—Isleton. Asparagus Festival, 18-19.
Whittier. Parade & Horse Show, 18.
IND.—Terre Haute. Dog Show, 19.
IA.—Clinton. Pioneer Day Celebration, 13-15.
KAN.—Dodge City. Boothill Rodeo, 17-19.
KY.—Louisville. Dog Show, 18.
LA.—New Orleans. Natl. Home Show, 13-19.
NEV.—Las Vegas. Elks' Rodeo, 17-19.
N. J.—Maple Shade. Police & Firemen's Circus, 15.
N. Y.—Garden City. Dog Show, 18.
N. C.—Greensboro. Dog Show, 18.
ORE.—Cutler City. Rhododendron Festival, 11-19.
PA.—Bentleyville. Vol. Firemen's Celebration, 13-18.
TENN.—Memphis. Cotton Makers' Jubilee, 14-18.
Portland. Strawberry Festival, 13-18.
TEX.—Gladewater. Round-Up, 14-17.
Matador. Round-Up & Rodeo, 17-18.
Galveston. Oleander Festival, 17-19.
UTAH—Richmond. Black & White Days, 16-17.
WASH.—Walla Walla. Waitsburg Days, 18-19.

May 20-25

CALIF.—Cambria. Rodeo, 26.
ILL.—Litchfield. Legion Spring Festival 20-25.
Pekin. Industrial Trades Expo, 20-25.
IA.—Marshalltown. Tall Corn Expo, 19-25.
KY.—Henderson. Merchants' & Mfrs.' Indoor Fair, 18-25.
Pineville. Ky. Mountain Laurel Festival, 23-25.
MICH.—Holland. Tulip Time Festival, 18-25.
N. J.—Far Hills. Dog Show, 24.
Madison. Dog Show, 25.
Montclair. Dog Show, 24.
Westfield. Dog Show, 24.
N. Y.—Cedarhurst, L. I. Dog Show, 19.
White Plains. Dog Show, 26.
O.—Wooster. Anniversary Home Town Week, 18-25.
OKLA.—Tulsa. International Petroleum Expo, 18-25.
ORE.—Milton. Pea Festival, 23-25.
PA.—Pittsburgh. Dog Show, 21-22.
Somerset. Turn Pike Celebration, 18-25.
Whitemarsh. Dog Show, 26.
TENN.—Bells. May Festival, 23-25.
WASH.—Port Townsend. Rhododendron Festival, 24-26.
WIS.—Sturgeon Bay. Cherry Blossom Festival, 24-26.
CAN.—Winnipeg, Man. Shrine Circus, 18-25.

WEST IN NASHVILLE

(Continued from page 42)

was extremely cold and two nights were lost to rain.

Nashville Tennessean, Banner and *Times* and stations WSM, WLAC and WSIX co-operated. Papers carried plenty of stories and art. Frequent programs, using midway talent, were staged at the stations. Jimmie Sakobie Sr. celebrated his 42d birthday anniversary on May 3 with a party in his trailer. Mavis (Sis) Sakobie still in Rochester, N. Y., where she spent last year, is expected to join shows soon. Colds have been prevalent among show personnel because of inclement weather. Chick Boyer, manager-lecturer of the Slave Market, was among those most seriously affected.

A recent addition to the Slave Market is Irene Newton. Lynn Carey returned after a brief visit with her mother in Birmingham. Ethel Clark rejoined as public-address system announcer at the front gate. Helen and Frank Lentini were guests at dinner tendered them by Mr. and Mrs. Jess Stewart. Dr. and Mrs. R. H. Denny joined Dr. Ralph Garfield's Hall of Science, Denny as inside lecturer. His wife will be a nurse. Madam Burleson and Little Ham Bones, juvenile comedian, joined Johnny William's Harlem Club Revue. Juanita Manix suffered a severe attack of acute indigestion, necessitating several days' layoff, but has returned to Harlem Club cast. A large local ice cream manufacturer sponsored children's matinees on both Saturdays at the two lots. Satisfactory business resulted.

First week here under American Legion Post auspices proved highly satisfactory, despite some rain, cool weather and opposition from two other carnivals. After being confined in a Birmingham hospital for a week with injuries sustained in an automobile accident, Jack Baillie rejoined here. Mrs. Phil Travis visited. Visits were exchanged between personnel of Dodson's World's Fair Shows and this organization. Mr. and Mrs. Roland Richards and daughter, Marilyn, were entertained by Mr. and Mrs. Eddie Madigan at a dinner in Madigan's midway cafe. General Representative Neil Berk returned here for several days from a booking tour. He departed by plane for a brief visit with his family in Miami, Fla. Mose Kalin's rolldown reported successful business, as did Mr. and Mrs. Harry Rubin's concessions. Mary and Francis Franco are the annex attraction in Frank Lentini's Side Show. Eddie Marino is inside lecturer. Mrs. Marino, billed as Excella, does a contortion act. American Legion Post Luncheon Club held its weekly luncheon on April 22, with Julie English and Dee Carroll as honored guests.

Staff

Frank West, general manager; Mary West, treasurer; Neil Berk, general representative; Ted Woodward, contracting agent; Roland W. Richards, publicity director; George Hirshberg, secretary; Louis (Pickles) Weiss, business manager; Jack Green, billposter; Helen Richards, advertising representative; Frank La Barr, mail and *The Billboard* sales agent; H. D. Singletary, master mechanic; Howard Hughes, chief electrician; Ronald Lawrence, assistant electrician; Jake Rimel, ride superintendent; Art Courtney, general superintendent; Sidney Hersh, lot superintendent; Raymond Richardson, Arthur Ludwig, overland equipment.

Shows

Side Show, Frank Lentini, manager; Jack Russell, front talker; Paul Logan and Gilmer White, ticket boxes; Chief Diablo, torture and fire manipulator; Eddie Marino, Punch and Judy and magic, inside lecturer; Excella, human corkscrew; Robert, Pony Boy; Prince John, human pincushion; Mlle. Zerelda, electric dynamo girl; Madam Fanchon, mentalist; Francesco Lentini, three-legged man; Franco Sisters, annex. Summer Follies, Julie English, producer-manager; Dee Carroll, Evelina Rossi, Helen Rollins, Darlyne Roberts, Marge Manning, dancers; Eddie Eger, front; Charles Whire, cornet; Jerry Rollins, drums; Ethel Clark, piano and soloist; Dave Wood, John Patterson, Jack Holt, canvasmen. Slave Market, Kay Weiss, manager; Chick Boyer, lecturer and Chinese character actor; Earl Morris and Thomas Murphy, actors; Dorothy Melville, Fay Cobler, Irene Newton, actresses. French Casino, Kay Weiss, producer; Lynn Carey, Pat Strelan, Birdie Bray, models; Grady Scott, canvas; Freddie Melville, front. Wall of Death, Art Spencer, manager; Frances Spencer, Jerry Jordan, riders; Hal Wilson, property man.

Hall of Science, Dr. Ralph Garfield, owner; Mrs. R. Garfield, treasurer-nurse; Paul Blizzard, manager and front man; Wilma Blizzard, nurse; Joe Shoeman, mechanical man; R. Ragasdale, tickets; Dr. R. Denny, lecturer; Mrs. R. Denny, nurse. Wild Animal Circus, John Hoffman, trainer-manager; Margerie Smithy, trainer; Charles Smithy, front; George Resyvill and Robert Lewis, helpers. Harlem Club Revue, Johnnie Williams, producer-manager; Dorothy Patterson, Dorothy Smith, Nina Gilmore, Juanita Manix, chorus; Daniel Bennett and Frank Dickerson, trumpets; Val O'Roake and Jimmie Davis, saxes; Oscar Davis, trombone; Hooks Royal, drums; Bubber James, piano; Geetchie Jones, James Wright, comedians; Spot and Swifty James, canvasmen. Midget Vaudeville Mr. and Mrs. Jimmy Murphy & Son, producers-managers.

Concessions

Diggers, A. F. James, owner-manager; Mr. and Mrs. George Rainey, assistant. Penny arcade, Mrs. A. F. James; Russell Sivley, assistant. Ball game, blanket wheel, short-range shooting gallery, Mrs. Harry Schreiber, owner; Harry Schreiber, Eddie Keenan, Bo Weevill and Jack Bailey, agents. Blanket store, Sammy Taylor, owner; gift shop, Jim Sakobie; ham and bacon, Shirl Sakobie; pan game, Mickey Sakobie; Dick Gable, truck driver. Rat game, H. Johnson, owner; Ruth Johnson, assistant manager; Thomas P. Bolger and Robert Sleeth, agents. Ham and bacon stores, Mr. and Mrs. Fred Carlo; Henry Smithers and John Harrison, agents. Penny pitch, two games, Mrs. Frank West, owner; Mrs. E. Mansfield and Mrs. Myrtle Courtney, agents. Bird store, Harry Rubin, owner; Joe Gelb, agent. Chenille spreads, Harry Rubin, owner, operated by J. D. (Blackie) Wilson, assisted by Sidney Strait. Two ball games, Mrs. Harry Rubin, Mrs. Clara Strait, Mrs. J. D. Wilson, agents. Grocery and penny pitch, E. Mansfield, operator; Harry Brown, agent. Frozen custard, Leon Schneider and Alvin Olds, owners. Pop corn, candy apples, Mr. and Mrs. James (Buck) Weaver; Tom Ford, assistant. Pan game, Beeman Yancey, assisted by Mrs. Mickey Sakobie and Bob Conner. Train dining car, Lee and Sally Smith. Corn game, H. W. Jones, owner; Abe Gross, manager; Robert Blythe, Clark (Dick) Gable, Sam Fustaino, Joe Gillen and Tom Turner, assistants. Free act, Sky-High Alcidos, Wilfred, Sidney and Nick Alcido, performers; Burley Clemens, rigger.

Rides

Miniature Railroad, H. D. Singletary, engineer. Pony Express, E. E. Peyton, Mrs. E. E. Peyton, ticket seller. Rolloplane, Red and Joan Brady, owners; Jimmy Casey, foreman; Walter Conway, assistant. Octopus, Red and Joan Brady, owners; Tommy Austin, foreman; Joe Lasky, assistant. Loop-o-Plane, Red and Joan Brady, owners; Richard McNall, foreman; Dave Mack Jr., assistant. Merry-Go-Round, Ray Mead, foreman; Kelly Van, Nick Forker, Ed Woody, Vernon Hardy, Sherman Majors, assistants; Francis Hughes, tickets. Twin Ferris Wheels, Luther McLaughin, foreman; Grover Hart, Willie Steverson and William Anderson, assistants; Opal Mothershed, tickets. Ridee-O, Henry Lockhard, foreman; William Linnins, Rowland York, Glen Harris, assistants; May Attick, tickets. Silver Streak, Jack Baillie, owner; C. F. Thompson, A. T. Tomlinson, B. W. York, assistants. Jitterbug, William Roberts, foreman; Pete Ray, General Jackson, Jack Foster, Norman White, assistants; Frank La Barr, tickets. Whip, Jake Rimel, foreman; Harry Jones, Clinton Hood, assistants; Mary Rossi, tickets. Kiddie Rides, Ray Mead, foreman; Katherine Maynard, tickets. Sound, G. R. Holt, technician; E. L. Egar, assistant. Ethel Clark, announcer. Front gate, Abe Ludwig and Helen Richards. Train crew, E. E. Peyton, trainmaster; Buck Thomas, Jason Alford, Jimmie Walters, Charlie Brown, Robert Bishop, Lafayette Lee, Frank Fowler, assistants.

FAIR FOR BANTLY'S

(Continued from page 42)

L. C. (Ted) Miller, general agent; Mrs. Herman Bantly, treasurer; William Whitmore, secretary; Francis zo Pette, press agent; Buck Denby, adjuster; Rex Lee, special advance agent; Frank Sheppard, electrician and lot supervisor; Slim Hetrick, ride superintendent; Harry Faith, chief mechanic; Ray Milliron, transportation superintendent.

Concessions

Bingo, H. W. Jones, owner; George Goodman, manager; Tom Ely, John Thoman, Dick Moore, Tom Braun, helpers. Radio game, Harry Kahn, owner-operator. Pan store, Harry Kahn, owner; Sam E. Burke, operator; Louis Condell, Jimmie Savary, Dave Ruff, helpers. Auction store, Harry Corry, owner and operator; Marvin South; R. De Mar, stockman; Jim Cerra, assistant. Blanket wheel, Russell Caughety, owner-operator; J. McCarthy. Ball games, Ira (Lefty) Margules, manager; Mrs. Pearl Sheppard, Mrs. H. Chepluck, Mrs. Gracie McCarthy, agents. Rat game, Ted Miller, owner; Bud Owen, manager; Bob Fields, agent. Shooting gallery, W. R. Powers, owner; Mrs. W. R. Powers, operator. Ice cream, Dan Dorso, owner-operator; Don Titman, assistant. Penny pitch, Charles Duffy, owner-operator; George Barun, second. Pop corn, C. L. Dressler, owner-operator. Pop stand, Walter Frey, owner-operator. Candy apple, Mrs. Rose Kahn, owner-operator; E. N. Haley, assistant. Candy stand, T. B. Lasure, owner-operator. Digger, Mrs. Buck Denby, owner-operator. Nail stand, Bill Bender, owner; Red Clayton, manager; Tony LaMar, Frank Fay and Douglas Rigsby, agents.

Rides

Kiddie Ride, Ed Carroll, operator; L. F. Blymiller, foreman; Mrs. M. Brewer, tickets. Ridee-O, E. Smith, manager; Mrs. F. Hutsman, tickets; Michael Yanulettis, William Mercer, Frank Rudolph, operators. Rolloplane, Ray Milliron, manager; James Dorsey, tickets; John Bryan, second man. Octopus, Lester Hicks, foreman-operator; James Alfred, second man; Mrs. Marie Davis, tickets; E. J. Gormley, ticket taker. Merry-Go-Round, Hooks White, foreman; Harry Marshall, second man; Jack Ace, tickets. Ferris Wheels, James Davis, operator big wheel; A. Finn, small wheel; Mrs. John Risko, tickets. Chairplane, William Hughes, manager-tickets; Theo Smith, operator. Whip, Charles Smith, operator; John T. Tarra, tickets. Tilt-a-Whirl, Bunny Cannon, operator; Jim Paulos, Frank Bland, assistants.

Shows: Broadway After Dark, Elaine Miller, manager; Freddie O'Brien, front talker; Bill Dooley, piano; Oke Johnson, drums; James Plarokas, trumpet; Violet O'Brien, Mary Bartos, Betty Moore, Gypsy Rogers and Bobbie Corry, dancers; Dave Copenhaver, tickets-canvasman. Free act, Sensational Kays, Mary Ellen Huber, Fritz Huber, H. Chepluck, Johnnie Risko. Paris Nights, Elaine Miller, manager; Bud Brewer, front talker; Nancy Thurman, Jackie Millarn and Helen Dymock, posing girls. Sportland, Pete Zanin, manager; Kenneth Bliss, Sam Neilly helpers.

Carlson Sisters, Dot and Flo Carlson, owners-managers; Tommy Blackhall, front talker; John Watson, worker. Roger's Hollywood Midgets, Mervin S. (Red) Rogers, manager; Paul Seymour, talker; Ted Lee, tickets; Jimmie Armstrong, midget emsee; Frieda Betsky, midget singer; Mike and Ike, midget twins; Prince Leo, midget escape artist. Motordrome, Dick Keller, owner-manager; Peggy O'Dare, woman cyclist; Jimmie Mason, talker; Mrs. Peggy Wilson, Mary Ellen Huber, tickets; W. S. Mottern, mechanic. Funhouse, Dick Keller, manager; Ollie Bailey, operator.

Rea's Museum of Oddities, John T. Rea, owner-manager; Elmer Fincher, front talker; Volta, electric chair lady; Helen Rogers, snake woman; Madame Rea, mentalist; Professor Singh, torture act; Nellie King, novelty musical entertainment; George King, Punch and Judy; Paul Rogers, tattoo artist; Labow, do[illegible]e-body; Jerry-Ann, annex. Health Sh[illegible] J. T. Rea, owner; Walter Rea, manage[illegible] Hall of Science, J. T. Rea, owner; Arnold Raebach, manager; Dale Armstrong, front. Death Takes a Holiday, Buddy Rilee, manager; Tommy Rogers, talker; Robert Ecklund, mentalist; Lester Brandon, inside man; Mary Ellen Ecklund, Eileen Newland, Ruth Hart, Marie Fox, assistants; Tommy Ryan, Bill Sevarmer, tickets. Cookhouse, Mr. and Mrs. Al Wallace, owners; Mrs. Wallace, cashier; A. R. Maxwell, chef; Ernest Ashe, second cook; Clarence McCall, griddle; James Hatcher, George Roach and Frank Willis, waiters; James Garrell, George Bates, utility men. John Huntsman is main gate ticket seller. C. Beers, in front main gate, tickets.

HAPPYLAND UNIT

(Continued from page 42)

formally opening the season in De[illegible] Mich., on May 24.

Shows got a break in the weath[illegible] and two good Saturdays and Sunda[illegible] all off to a good start. Managem[illegible] ported it was the best spring o[illegible] shows have experienced in several [illegible]. Equipment is in good shape after several weeks' work on it in quarters. Three new trucks have been added and several new tops ordered.

DIRECT FROM THE LOTS

(Continued from page 49)

Nickerson, Polack Steve, Mr. and Mrs. E. H. Snyder, Mr. and Mrs. Lamrock, Mr. and Mrs. Eric Weston, K. O. Carpenter, Roy Stiles and Roger Anderson. Because of cold weather shows will remain in Virginia about three more weeks. H. P. Henderson returned on Wednesday and, after a conference with C. L. Bockus, le[illegible] Thursday morning for Portland, M[illegible] and Mrs. Al Strong visited with t[illegible] Saturday on their way from Pal[illegible] Fla., to their home in Booth[illegible] bor. Me. BILL E[illegible]

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Out in the Open

by

Leonard Traube

The Fellows Memorial

"AS ONE of your audience, a steady reader for years, I'm writing this dispatch to correct some statements in your column of May 4 concerning the unveiling of Dexter Fellows' monument in New Britain, Conn., in which you reported it seemed odd that representative executives of the Big Show did not turn out to pay tribute to a man who was perhaps its most famous employee," writes F. Darius Benham. "You included in the last paragraph of your column on the dedication that 'unfortunately, however, it was lack of the same (money) which retarded the ceremonies until nearly two and a half years after the death of Dexter Fellows.' Therefore this:

"When the writer, founder of the Circus Saints and Sinners and creator and organizer of the Dexter Fellows Tent, promised Mrs. Fellows shortly after Dexter's death that a monument would be put up in memory, he first went to the circus under management of Mr. Gumpertz and was promised money to aid in the undertaking. This financial aid never materialized.

"However, when William P. Dunn Jr., vice-president and director of the Big Top, was approached last year, he gave me the first donation of $100, which was to be the circus contribution. When sufficient funds were collected to enable us to complete the tribute to Dexter's memory, John Ringling North offered his private car for members of the Circus Saints and Sinners to make the trip to New Britain. He offered another car if one was insufficient. We decided, however, to use the regular cars of the New Haven railroad for the reason that they are better suited for such a trip.

"About 30 members of the Saints and Sinners made the trip. Included in the group was William P. Dunn Jr., who not only represented the circus but placed a wreath on the grave in behalf of the Big Top, and later delivered a speech at the banquet. Mr. Dunn, in addition to being vice-president of the circus, holds an executive position as vice-president of Manufacturers Trust Co. and is a very busy man as well as being an obliging one. While speaking both at the grave ceremonies and the banquet, Mr. Dunn expressed regrets that Mr. North could not be present due to illness, which, if you recall, was so.

"I am sure that you will want to print excerpts from this letter in justice to the Norths and to Mr. Dunn. I can assure you that they gave me every co-operation possible to make our efforts for the memory of Dexter a success, and I can assure you further that I would have been the first to register a complaint if my endeavors had been retarded. I feel now, however, that I not only received their wholehearted support but that the work of the Circus Saints and Sinners on behalf of our mutual friend, the departed Dexter, is thoroly appreciated by everyone connected with the Big Top."

* * *

MR. BENHAM'S letter has been quoted in full. The celebrity hunting ex-newspaper man started out to "correct some statements," but in several hundred words has corrected none. We have a high regard for Mr. Benham, but suggest it is unfair of him to bring in the name of Bill Dunn, who is, of a course, a "representative executive" and his name appeared in the column under discussion. We did use the plural of executive, but pass up the point as a trifling technicality.

Because Mr. Dunn is everything Mr. Benham says he is and more, it is doubtful whether he wanted the fact of his donation to be made known. Moreover, it is our distinct impression that Mr. Dunn's contribution was a personal one which is better linked with his membership in the Dexter Fellows Tent than with his circus affiliation.

Where were Dexter's colleagues, the men who worked alongside him for years, when the ceremony took place? The presence of one of two of them would have been just as "representative" as Mr. Dunn's and far more obligatory. This doesn't minimize Mr. Dunn's spirit, support and sincerity.

That the ceremonies occurred nearly two and a half years after Dexter's death proves that sufficient funds were not available until most recently. As a matter of fact, at the April 10 lunch of the circus club, the one which had John R. North as the fall guy, the hat was passed around and a few hundred dollars collected to complete purchase of the monument for the great press agent's unmarked grave.

...hoto courtesy The Hartford (Conn.) Times.

...EXTER FELLOWS MEMORIAL, ...view Cemetery, New Britain, ...n.

Hartmann's Broadcast

IN THIS column, issue of March 23, O. J. Butcher, a ride owner, was quoted as saying that Buffalo Bill had two portable light plants in 1899. On one, he said, was the name of Buffalo Bill and on the other Nate Salisbury, both run by steam furnished from an upright boiler.

This, however, was not the first time a light plant was used by a tented show, according to H. L. (Sheeny) Bush, a vet of outdoor show business.

"The first electric light plant on a tented show was with the W. W. Cole Circus on its return from Australia, season of 1881," he writes. "The show had special paper for the plant, and at night the natives stood outside to see how the show was lighted before entering. So far as I know, Fred Beckmann, of the Beckmann & Gerety Shows, is the only surviving member of the show that season."

†

Butcher, also in the issue of March 23, wanted to know if anyone remembered Frank Kirkhart's Circus. The question caught the eye of W. V. Nethkin, who claims to be the original and only genuine Buckskin Bill, at Elizabeth City, N. C.

"You want to know something about Frank Kirkhart's show or Kirkhart's World's Fair Circus," he writes. "I had the concert privilege with the show seasons of 1894 and '95 and C. E. Jordan the side show. George Day was boss canvasman. We had an 80-foot round top with a 40-foot middle—a Murray tent and well seated; in fact, it was about as nice a 40-horse show as there was on the road at that time. In my estimation Frank Kirkhart was a great showman in some ways—always dressed well and was a good talker on any subject he wanted to handle. I heard Hugh Harrison, Lew Gleason, C. F. Rhodes, in fact all the talkers at Coney Island, N. Y., for four years and always thought Frank could hit it off with the best of them. The show opened at Lacona, Ia., near Des Moines, with a good program and a band of 10 pieces. R. M. Harvey or Bob, as we called him, the well-known advance man of Perry, Ia., with Russell Bros. this season, had his first day with a show that season. Kirkhart had two brothers and his father with the show. One brother, Al, was ticket seller and treasurer, and the other, Sherman, was boss hostler and acrobat. The father took tickets at the door. Frank told me that he landed at the Chicago World's Fair (1893) with $150 the middle of the season and came away with $11,000. He said he rented a piece of ground at Captive Balloon Park for $25 a day and bought a new tent, 80 with a 40, with wind the second day. He opened a 10-cent circus, mostly a walk-thru show, and said inside of two weeks he had three bands and three sets of performers, operating from 11 a.m. until 11 p.m. Then he acquired the Brazilian Concert Hall, next to him, and ran that show. He must have done good business as he turned the show into a three-car railroad show season of 1895. Had a nice show—featured a 30-piece band. I did a shooting act in the big show and a free outside exhibition, shooting glass balls from the top of the ticket wagon, as a bally for Jordan's kid show, when the parade came back to the lot"

† † †

Parkersburg, W. Va., May 8, 1940.

Hartmann's Broadcast:

Wish to congratulate you upon your article in the last issue of *The Billboard* referring to the Hon. Mayor Harry W. Lash, of Massillon, O. His Honor evidently does not know that every line of business is benefited by a circus visit, be it doctor, lawyer, merchant, city treasurer; in fact, I defy him to name any line that is not benefited directly or indirectly by a visit of a circus.

As to taking the money out of the town or city, we must consider what it brought into the town or city.

My sad recollection of Massillon, O., is that while giving a parade with the Buffalo Bill show in 1896, an entire band was crushed on the top of a wagon when going thru an underpass. This, of course, has no reflection upon the present administration, but does show what we have to stand for.

F. B. HUTCHINSON.

Notes From the Crossroads

By NAT GREEN

IN THEIR search for new and novel shows we wonder whether carnival owners or showmen have ever considered a marionette or puppet show! Perhaps such shows have been used on a midway, but at the moment we can't recall any. Our thoughts were directed toward this type of entertainment thru seeing the American Puppet Pageant last week at a Chicago department store. Sponsored by the Puppeteers of America and directed by Gilbert Laurence, there were displayed more than 100 puppets made by such famous puppeteers as Tony Sarg, Remo Bufano and Robert Edmond Jones. The display attracted thousands of spectators, who appeared to find it very entertaining. Of course, this was a free show, and perhaps would not have attracted so many people had there been a charge. Nevertheless, the marionette idea has possibilities. Nut for such a show would be small, and a well-framed and presented performance would pack a lot of entertainment value. Has anyone tried it?

●

Frank A. (Doc) Stuart, the painted bulletin man from Oklahoma City, and Mrs. Stuart flew into Chi, took in Cole Bros.' opening at Rochester, Ind., and spent several days visiting in the Windy City. Trip from Oklahoma City, Doc said, was one of the roughest in his 80,000 miles of flying; but it didn't feaze him. Doc is one former circus p. a. who has learned to really enjoy life to the full. When he isn't flying hither and yon or presiding as police magistrate of Nichols Hills, suburb of Oklahoma City, he's rolling along the highways with Nancy (Mrs. S.) in a de luxe trailer, stopping to visit wherever the spirit moves him. He's a great booster for Oklahoma, as he should be, for the State has been very kind to him and he's made a host of friends. We've listened to the rapturous tales of this one-man chamber of commerce until we're determined to pay his bailiwick a visit. And it had better be good! We haven't the slightest doubt it will be.

●

Jimmy Morrissey, of Baker-Lockwood, in for one of his infrequent visits to Chi, then off to catch several carnivals playing Indiana. . . . Raymond A. Walton, promoter of the Terre Haute Labor Temple Association indoor circus, in to contract a couple of additional acts. Show, set for last three days of this week, has, among others, the Bedell Troupe of acrobats, Merrill Brothers and Sister, Walter Guice Troupe and Flying Fishers. . . . Larry Hogan, on his way out to Cicero to level the lot or something, decided he had more important business at the office when he stepped out and found a gentle rain falling. "The boss wouldn't want me to risk pneumonia," he opined. . . . First of the premium lists to reach the Crossroads desk is that of the Northern District Fair at Chippewa Falls, Wis. Secretary-Manager Archie Putnam got out a neat and handy-size book, and he has a nice line of attractions booked, including an Ernie Young revue and six days of fireworks. . . . Carl J. Sedlmayr in a week ahead of the Cicero engagement of Royal American, sizing up the possibilities. . . . John Courtney's new ride is arollin' and soon will be installed in Riverview Park.

●

John McGrail informs that he has been engaged by Ernie Fosnaugh (Hollywood Dare-Devils) as manager for this season. Fosnaugh formerly was an aviation and automobile stunt man in pictures.

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Formerly World's Minstrels

Report for opening May 22nd, Main St. show lot, Warren, Ohio. Colored Male Performers, Musicians, Singers, write; those who wrote before write again. Tell all, don't misrepresent. We pay transportation after joining. Those who read and fake show music and double given preference. Two and three week stands.

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WANT SHOWS

Ten-in-One, Hillbilly, Big Snake, Fat Girl, Midgets; will furnish tops and banner lines.
Will book good Cook-House and few more Stock Concessions.
For Sale—Big Fun-House, 60-ft. panel front built on two trucks with semi-trailers, good shape, price $500.00. Also Lead Gallery mounted on trailer, price $150.00.
We open at Lexington "Plum Creek Days," Nebraska's biggest street celebration, May 27-28. We play 20 fairs and celebrations. All free gates.

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LEXINGTON, NEBR.

WANTED

Myrtle Beach, S. C., boardwalk location, Merry-Go-Round, Ferris Wheel. Give exclusive, no junk. Percentage basis only. Wire. Can place for road—Smith and Smith Chairplane, No. 5 Wheel. Want Cookhouse or Grab. Ann, wire. Other Concessions.

Crescent Amusement Co.

Greenwood, S. C., this week; Clinton, S. C., next.

WANT

Merchandise Concessions of All Kinds.
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HARRIS SHOW

Wants Five-in-One or Geek Show. Concessions—Devil's Bowling Alley, Knife Rack, String Game, Cigarette Gallery, High Striker, Dart Game, Fish-pond, Cookhouse and Mitt Camp. Sailor Regan wants Girls. ROXIE HARRIS, Huntington, Ind.

Hyde in Hopewell Blowdown; Damage Estimated at 1G

HOPEWELL, Va., May 11.—An electrical storm, carring with it wind and dust of high velocity and rain of torrential proportions, hit Eric B. Hyde Shows at McElwaine showgrounds here at 6:15 p.m. Wednesday and did damage estimated by General Manager Eric B. Hyde at $1,000. After a half-hour battle by everyone on the shows, main entrance facade, Minstrel Show and Girl Revue fronts were kept in the air. Tops behind them, however, were laid low and badly damaged.

Oddities and Life shows' fronts and tents were leveled and resulted in the heaviest of the physical casualties. Minor damages were sustained by Merry-Go-Round, Kiddie Autos and a number of concession booths. The night's business was lost. Work of putting midway in order, under direction of Hyde, was accomplished by 5 p.m. Thursday.

Date, sponsored by Christopher Columbus Lodge, was shows' second stand of the season and attendance opening night was good, according to local committee chairman. A record heat wave on Tuesday hurt attendance and business. Management announced that William Judkins Hewitt joined here on May 6 as assistant manager in charge of all business details for shows' office.

STRATTON JOINS ACA

(Continued from page 42)

Ringling-Barnum circus, joined the staff of the Amusement Corp. of America this week.

He will have charge of publicity for the Royal American Shows, replacing Jack Dadswell, who has left the ACA.

Stratton joined here and is now working on the show's Cicero, Ill., engagement.

WORLD OF MIRTH

(Continued from page 42)

ever before and more is to be added as the season progresses, reported Jim McHugh. Personnel remains about the same.

Ethel Purtle was taken to Frankfort General Hospital suffering from pneumonia and latest reports indicate her condition is vastly improved. Ed and Marge Tuthill have their girl show here. Tommy Riggin's cookhouse is proving popular.

New shows include Bill Holt's Hawaiians, Phil Plant's Artic Girls, Bob Edward's Casino. More are scheduled to join soon. James E. Strates Shows played about 10 blocks distant and visitors were numerous. Jake Shapiro, Triangle Poster and Printing Co.; Jerry Kohn, Fulton Bag and Tent Co.; Clem Schmitz, and Don Hamkins, of Operadio Sound Systems, also visited. Other visitors were Tiny and Linda Day, formerly with the shows, who stopped and en route to an engagement at Boston's Coconut Grove, and Bill Kerr, general agent Art Lewis Shows.

SILVER STATE

(Continued from page 42)

here and Saugus, Calif., to fair business on April 25. Shows have been remodeled thruout and present an attractive appearance.

Staff has C. H. Allton, owner; Mrs. C. H. Allton, secretary-treasurer; Bill Callaway, general agent; Ed Kincaid, electrician; Bob Gamble, mechanic; Harry Silver, sound technician; G. H. Phelps, lot superintendent. Shows—Side Show, Rudy Jacobi, manager; Mrs. Rudy Jacobi, tickets; on platforms are Lawrence Steiner, Lilliputian; Myrtle, turtle girl; Vivian Mercer, illusions; Jimmie Mills, glass-eater; Julius Guabart, Aztec man; De Rue, human ostrich; Baby Lea, fat lady; Mme. Zora, annex. Girl Revue, Eva Perry, manager; Grace Morris, Ruth Myers and Madge Toland, dancers; Jack Abell, tickets. Snake, George Corliss, manager; Princess Naomi, inside. Dope, Tom Williams; Helen Sturtevant, Jackie Rose, inside.

Rides: Loop-o-Plane, Irish Whalen; Bertie Saunders, tickets. Merry-Go-Round, Jack Coleman, foreman; Arthur Baker, assistant; Mrs. E. Faust, tickets. Tilt-a-Whirl, Lee Brewer, foreman; Herman Gilman, George Kevorin, assistants; Nell Simmons, tickets. Kiddie Rides, Robert Stalcup, foreman; Don Anderson, assistant.

Concessions, Watchla, Fat Williams; apples, floss and pop corn, Doc and Mary Atkinson; novelty shooting gallery, Jack DeSalvo, Henry Helms; palmistry stand, Frank, Marie and Marguerite Davido; diggers, Jack Dykes, Harry Cohn, Bill Harris; privilege car, Bud Gilbert; ball game, Bill Oberhansly, Grant Danielson, Garry Garrett; arcade, Mr. and Mrs. H. Gorman and J. Cochran; Joe Louis, ball game; Tom Gaither, Eddie Siler, ten pins; Jo Goss, J. Freyer, duck wheel, Jake Ries, G. Frederickson; penny pitch, Katie Stalcup; push ball, Mr. and Mrs. J. E. VanTassel; radio store, Johnny Cardwell and Kenneth Taylor.

CUMBERLAND IN TENN.

(Continued from page 42)

mail man; Lavoy Winton, banner man; Mrs. Lavoy Winton, pop corn stand and novelties; Lyiona Winton, shooting gallery.

Bernice Ashburn, two concessions; Ann's Cafe, Mr. and Mrs. Loncarne, proprietors; Jack Kelly, griddle; Bill Twitty, Side Show manager; Wonder City Shows, Pallesen, manager; Monkey Animal Show, Bill Burchman, manager. Athletic Show, Bill Bailey, talker and manager; Sunflower Mighty Minstrels, Blackie Gonzales, talker-manager; Jungleland Shows, A. J. Herman, manager Bobo Ape Man; Bud Rush, manager.

Twin Ferris Wheels; Whip, Jessie Pendergrast, operator. Loop the Loop, Harry Perry, operator, and J. R. Ricketts, operator, Merry-Go-Round. Chairplane, J. Gideon, operator. L. L. (Red) Daugherty has kiddie ride and four concessions. Mr. and Mrs. Leonard Ortagus have four concessions; B[illegible] Buttner, Hoyst Shumaker, scales. W[illegible] Smith is kiddie ride foreman.

O. C. BUCK SHOWS

Playing first in proven territory. Can place Ball Games, Hoopla, Duck Pond and other Grind Stores.
WANT Girls for Posing, Revue and Dope Show. Ray and Catherine Stevens, WIRE. Fine opening for one high-class single Pit or Platform Attraction. Can place Mentalist and Working Acts for Side Show.
WANT Help on nine (9) Major Rides. Those driving Semi-Trailers given preference. WIRE, don't write.
Nine outstanding fairs booked, also the famous Keene, N. H., Fourth of July Celebration.
All address: O. C. BUCK, Menands, N. Y.; followed by Merchants' Exposition, Newburgh, N. Y., and Decoration Day Celebration, North Adams, Mass., first show in five years.

WANT—LANDES SHOWS—WANT

CRIME SHOW, EXPOSE, GEEK, SILODROME OR ANY OTHER GOOD SHOW.
CONCESSIONS—PHOTO GALLERY, HAM AND BACON, STRING GAME OR ANY CONCESSIONS THAT DO NOT CONFLICT.
Address LOUIS ISLER, Mgr., Atchison, Kansas, this week.

BIG STREET AFFAIR—Phillipsburg, Pa.

(Under Strong Auspices)
2 Saturdays—May 18 to 25 inclusive—2 Saturdays
WANT legitimate Concessions that work for stock only. No grift allowed. Photos, Bingo, Popcorn, Apples and Cook House already booked.
WANT Shows with own outfits. Free act nightly with free gate.
Write THOMPSON BROS., 2906 Fourth Avenue, Altoona, Pa., or Everett, Penna., till May 16.
Jimmie Thompson, Mgr.
P.S.: IMPORTANT NOTICE—Thompson Bros.' Rides are no longer with the United Amusement Co., of Bellwood, Pa.

FAIR MIDWAY SHOWS

OPENS MAY 27
Showing the best towns in New Jersey, New York and Connecticut. WANT RIDING DEVICES, SHOWS, CONCESSIONS, FREE ACT. Good proposition to all who contact us for the balance of season. We have the money locations and NO HIGHWAY LOTS. Been waiting for the proper weather to open. Have contracts for several conventions and celebrations. All address
WILLIAM BARRETT, MGR., ROOM 804, 1564 BROADWAY, NEW YORK CITY.
Phone: Longacre 5-0180.

MILLER BROS.' SHOWS WANT

Rides and Ride Help. Want Octopus, Pony and Silverstreak. SHOWS—Place Monkey Circus, Fun House, Big Snake or any worth-while Show. Want good organized Colored Minstrel. Want Athletic Show. CONCESSIONS—Place legitimate Concessions; no wheels or coupons. Camden, N. J., this week.

SCOTT BROS.' SHOWS WANT

Set Kiddie Rides, also Live Pony Ride. Good opening for Drome and Grind Shows. Bass Horn for Minstrel Show. Ten-Cent Concessions. Dawson Springs, Ky., this week; Hopkinsville, Ky., Police Carnival, week May 20.

MERSON & BROTHERS GREATER SHOWS

OPENS MAY 16 IN BALTIMORE NEAR BETHLEHEM STEEL PLANT
Want Shows with own outfits, one more Flat Ride, Cook House, Grind Stores and Legitimate Concessions.
M. MERSON, GENERAL MANAGER, 427 E. BALTIMORE ST., BALTIMORE, MD.

WANT CONCESSIONS

INDUSTRIAL AND TRADES
EXPOSITION
PEKIN, ILL.
WEEK MAY 20
ADDRESS 224 ARCADE BLDG.

WANT

Good Mechanic to handle Rocket, good Mechanic to handle Whip. Want two or three good Shows. For Sale—Single Loop-o-Plane, in good condition.

OLIVER AMUSEMENT CO.

1417 Grattan St., ST. LOUIS, MO.

SIEBRAND BROS.' CIRCUS WANTS

Ponies and Dog Acts, Elephant, Iron Jaw, Web, other Ground or Aerial Acts. We furnish meals and gas. Three-day and week stands. State salary expected. Almost year around work to right people.
Wire, write Pocatello, Idaho, until May 19th, then Idaho Falls.

Badger State Shows

Now playing choice Milwaukee lots till latter part of June, then starting celebrations and eight Northern Wisconsin Fairs.
Want to book Loop-o-Plane, Rollo-Plane or Octopus. Penny Arcade, Ten-in-One, Motor Drome, Snake or Animal Show.
Concessions paying ten dollars per week. Want String Game, Bumper, Bowling Alley, Fish Pond and Penny Pitch.
Address: 1923 So. 76th St., West Allis, Wis.

BROWN NOVELTY SHOWS

Can use several more Stock Concessions. Ba[illegible] Game, Fish Pond, Dart Game, Cork Gallery, Scales, Huckly Buck or other Stock Concessions. Playing vicinity of Cincinnati, Ohio.
Address: F. Z. VASCHE, Mgr., 1006 Central Ave., Cincinnati, Ohio

COOK HOUSE WANTED

That caters to show people, privilege in meal tickets; Girls for Dope and Posing Shows, Talkers and Grinders. All Grind Concessions open.
Lawrence Greater Shows
Covington, Va., this week; then into West Virginia.

WANT WANT
O. J. BACH SHOWS

Sound Car for advance and billing, also single Illusion, feature Freak or Snakes; have new complete outfit for same. Can place Arcade, Ice Cream, Hot Taffy, Bottles, Photos, Pan Game, Hoop-La, Short Range Gallery, Candy Cotton, Scales. Address: Norwich, N. Y., this week; Utica next week.

WANT

Eli Wheel Operator and Foreman for Allan Herschell Merry-Go-Round, both late model rides. No booze. Must be able to get them up and down fast and operate them properly. Pay top salary. Write
JIM CAMPBELL,
Care Ambassador Hotel, Denver, Colo.

WANT RIDE HELP

Experienced Ride Help and Foremen at once. 22 Rides out until Oct. 19th. Booked solid in Ohio and Indiana. Pay every week. NO BOOZERS. Want Scenic Artist, Arcade Mechanic, Pony Ride. Don't wire—come on.
RA. JOLLY, Bucyrus, Ohio.

HARRY KAHN WANTS

Agents for Coupon Stores and Bird Wheel. Also Help on Concessions. Jess Hudgins and Walter Hartz and any others who have worked for me, write or wire care Bantly Shows, Rochester, Penna., week May 13th.

Truck and Trailer Legislation

OKLAHOMA CITY, May 11.—Carnivals, circuses, fair acts and other attractions using motor trucks in Oklahoma this season will find ports of entry which formerly dotted the State's borders removed, also the mileage tax to which most truck operators objected.

In place of the former tax, trucks will pay one-eighth of the annual license tag price for trucks, which is based on laden weight, for a 30-day tag. At the end of that time, if still in the State, they can renew the tag for another 30 days at the same price.

No charge is made for passenger cars to be in the State less than 60 days, the State having no temporary passenger tag. Over 60 days, a regular tag, with cost prorated for balance of calendar year, is charged for private cars.

Showmen and others who will work the State are advised to write Mike Connors, Motor Vehicle Division, State Tax Commission, Oklahoma City, for specific information about their truck tags.

* * *

REGINA, Sask., May 4.—All restrictions on the use of Saskatchewan highways, imposed annually during the spring break-up, were removed on April 23.

Zacchinis Announce Staff Changes; Emanuel to Strates

ALTOONA, Pa., May 11.—Bruno Zacchini assumed general managership of Zacchini Bros.' Shows here on May 8, replacing his brother, Emanuel Zacchini, who left on Wednesday to join James E. Strates Shows with his Human Cannon Ball act for remainder of the season. Bruno and brothers, Hugo and Mario, joined here this week with their double cannon act as free attraction for the season.

It was also announced that Bob White resigned as assistant manager to devote all his time to management of his Streets of Morocco attraction on the midway.

Belmont Signs With AGVA

CHICAGO, May 11.—Sidney Belmont office has signed a contract with American Guild of Variety Artists. Contract provides for a salary of $50 net for principals and $30 net for dancing chorus; 14 performances per week; one week's rehearsal gratis, next two weeks half salary.

SOUDERTON FIRE COMPANY CARNIVAL

MAY 24TH TO JUNE 1ST.
Want Legitimate Concessions Only.
D. J. VAN BILLIARD, North Wales, Pa.
High Act Wanted Week of June 17th.

WANT

Concessions for Circus, week starting May 20th, at 11th and Erie Ave. Room for nine Stores only.

Apply MURPHY

Hotel Taft, 8th & Walnut Sts., Philadelphia, Pa.

WANT

Ridee-O Foreman. Can place Pit Show, also Girls. No open weeks. No layoffs. Booked solid.
LLOYD D. SERFASS, Manager.

PENN PREMIER SHOWS

SUMMIT HILL, PA.

WANTED FREE ACT

Long season guaranteed. Flying sensation preferred. State lowest salary.

MAX GRUBERG WORLD FAMOUS SHOWS

P. O. Box 101, showing this week Front and Chew Sts., Philadelphia, Pa.

ON ACCOUNT OF DISAPPOINTMENT

Want Bingo and other Stock Concessions. Want to Buy—Mix-Up. For Sale—Mechanical Circus.

McMAHON SHOWS

MARYSVILLE, KAN.

GREAT BRIGHT WAY SHOWS

WANT Merry-Go-Round, Kiddie Ride and Flat Ride. Shows of all kinds. Few more Concessions. No racket. Sam Swain and Jack V. Orr, let me hear from you. Write or wire JOHN GECOMA, Mgr., or ROY E. BARNES, Secy.-Treas., Cecil, Pa., this week; Lawrence, Pa., week May 20th.

THE J. LACY SMITH ATTRACTIONS

Opening May 18th, Lacrosse, Va.

First and Second Men for Wheel and Plane. Schafer, come on. Can book Photo Gallery, Till Win, Shooting Gallery and Pop Corn. for Hoop-La, Percentage, High Striker. Wire, rite. Pay yours, I pay mine.

GIBSON GIANT GOING

(Continued from page 31)

Twenty-nine of them are part of fair-constructed Hall of Nations and balance built and maintain own buildings. Last year there were approximately 60 nations, State zone has 13 commonwealths, Arkansas, Florida (isolated on west bank of Liberty Lake), Illinois, Massachusetts, Missouri, New Hampshire (which added Maine's building), New Jersey, New York, North Carolina, Pennsylvania, Tennessee, Washington and West Virginia.

Altho some exhibitors have passed up the second run, the big and important ones still remain, and these have put thru expansion programs that run to about 15 million dollars. General Motors' Futurama, dramatized ride on future highways and the top exhib in '39 from interest and traffic standpoint, has been enlarged and speeded. The Ford Motor Co. exhibit is presenting a widely exploited light ballet show, *A Thousand Times Neigh*. Others with big layouts are General Electric, Edison and *City of Light* spec, Borden's, International Business Machines, Chrysler, Eastern Railroads (with pay show, *Railroads on Parade*, opening about May 25), World of Fashion, Firestone (featuring a jungle setting with live talent), Gardens on Parade, a successful 40-center in '39; Gas Wonderland, Glass Center, Goodrich Co. (with Jimmy Lynch Death Dodgers in tire-testing arena); Masterpieces of Art, another money-getting show (40 cents), Petroleum Exhibit, RCA, Town of Tomorrow, U. S. Steel. Fair's Trylon-Perisphere still the theme center with 25-cent diorama show in the ball, but its symbolic importance in "world of tomorrow" has been played down in favor of a general "For Peace and Freedom" theme with its accent on the current universal situation. A number of buildings appear with new names upon them and different color schemes and lighting. Building with the largest square footage in foreign zone was leveled some months ago, this being the Russian pavilion, now a spread called American Common, devoted to all-nations activities with a music shell and amphitheater accommodating 8,000 on northern side.

Boxcar Numbers Out

About 10 to 15 per cent of attractions, plus some industrial-commercial-foreign buildings, were not ready at opening gun, but many of them swung the doors anyway, where feasible, and continued construction. Comparative quiet reigned on midway as result of regulated playdown of mike and loud-speaker systems, but some concessioners are putting in beefs claiming they cannot exist without such ballyhoo, altho the fair's retort is that ban on noise had approval of Concessioners' Association headed by Frank Buck. Several huddles took place this week on the subject.

There are close to 80 ticket wickers at the 10 gates, with over 300 sellers in shifts and more than 400 in shifts at the 177 turnstiles. There are five 25-cent parking lots, another trim in price. South gate entrance, the midway's end area, has been moved forward just below Winter Wonderland and this particular region is more compact.

Most obvious improvement thruout the White Way is in the lighting, not only an improvement but a highly effective addition. Spread thruout are a couple hundred standards holding two clusters of four lamps each and revolving in pinwheel fashion. These supplement the canopy lights, to which stringers have been added, and together with illumination from the attractions offer a contrast to '39 that is expected to result in stimulated spending.

Opening ceremonies were high powered and elaborate in every respect, but there was notable absence of the weird promises and starched-shirt doings which punctuated last year's premiere, particularly as to expected attendance, which frightened off the multitudes who were supposed to be charmed in. Sharing in the get-off rituals were airplane cavalcades, skywriting, cutting of the ribbons by Mayor La Guardia at noon, signaling the official start; contingents of bands, parading by groups and speeches by Governor Lehman, the mayor; Dr. Joseph Gevaert, Belgium's commissioner general, representing the foreign zone, and Grover Whalen, expo president. Board Chairman Gibson had his busiest day as greeter and brief speechmaker. A climactic feature was the dedicatory rendition of the national anthem and *God Bless America* by Kate Smith. In the evening stage, screen and radio stars helped the deal along with the *Jubilee* area as wind-up for award of autos.

WORLD'S FAIR SHOWS & COE BROS.' CIRCUS COMBINED

We hold contracts for 14 Fairs in 1940, including B Circuit in Montana.

BUTTE DISTRICT FAIR, MAY 23, 24, 25 and 26.

We hold exclusive amusement contract for this Fair.

Will book legitimate Concessions of all kinds. Want two Platform Shows, Illusion Show, Motor Drome and one real sensational Free Act.

Wire or Write, WORLD'S FAIR SHOWS, COE BROS.' CIRCUS COMBINED, Woodland, California, May 15 to 21.

WANT WANT WANT

FOR

Greater Chicago and Northern Indiana's ITALO-AMERICAN FESTIVAL AND CELEBRATION

TO BE HELD IN GARY, IND., FOR SEVEN DAYS, MAY 20 to 26, INCLUSIVE

This organization is composed of thirty-one Italian societies. This celebration will be held in downtown Gary. Have opening for Ball Games, Fish Pond, Penny Pitches, Hoop-La, Photo, Scales, Candy Floss, Frozen Custard, Cane Rack, Ham and Bacon Bingo, Archery, Long and Short Range Gallery, Candy Apples, Ice Cream, Penny Arcade, Pitch-Till-Win, American Palmistry, Watchla, Percentage, Cigarette Gallery, Balloon Store. Shows of all kinds with own tops, especially want Fun House, Motordrome and Mechanical Shows. Kiddie Auto Rides and Pony Rides. Will book Rollo-Plane. (Other Rides contracted.) Address all replies to Chairman:

JOS. LAMONT, 838 West Fifth Ave., Gary, Ind.

NO COLLECT WIRES ACCEPTED

MOTOR CITY SHOWS

BAY CITY, MICH., WEEK MAY 20

WANT Shows with or without outfits (will furnish tops and fronts for any real show). Want Rides except M. G. R., Ferris Wheel, Tilt, Rol-o-Plane, Kiddie Rides, Scooters, Ridee-O.

Legitimate Concessions of all kinds. Can place Dancers for Girl Show. Place two more Sensational Free Acts. Want real Billposter with OWN TRUCK.

Address this week VIC HORWITZ "MOTOR CITY SHOWS," Pontiac, Mich.

WM. HOFFNER AMUSEMENT CO.

OPENING POLO, ILL., JUNE 1 TO 8—2 SATURDAYS

Auspices American Legion, Ottawa, Ill., June 13-14-15-16, on the streets, the second division of the American Legion convention and celebration; Amboy, Ill., 17-22, on the streets, auspices of City Firemen; Lacon, Ill., 24-29, on the streets, auspices of American Legion; Streator, the 4th of July.

WANT the following Concessions that work for Stock and 10c: Milk Bottles, String Game, Pitch-Til-You-Win, Country Store, Fish Pond, Scales, Hoop-La, Novelties, Guess Your Age, Dart Game, American Palmistry, Bowling Alley. Want to hear from good clean Shows. Mechanical or Illusion, write. Notice to fair and celebration committees, we own our own Rides and carry public liability on same. Pay own wires. Address:

C. L. STORER, 413 N. MADISON ST., BLOOMINGTON, ILL.

McLAUGHLIN SHOWS

CAN PLACE FOR

NEW BEDFORD, MASS., WEEK MAY 20-25 (FIRST IN TOWN)

CONCESSIONS: Grind Stores, a few choice Wheels, Long and Short Range Gallery, Duck Pond. SHOWS: Can place Girls for Revue and Posing Shows, also Talker, Ticket Sellers, good Canvas Man and other useful Help. Steve Caro can place for Side Show—Novelty Acts, Half and Half or any box office attractions. Have two complete outfits for capable showmen. CAN PLACE Motordrome (Beaudreau, wire), Wrestling Show (Ricco or Ventres, wire), Monkey Show, Snake Show. Choice Vermont and New Hampshire spots to follow. Positively first in. Address communications to

ROSS MANNING, Bus. Mgr., Week May 13-18, Taunton, Mass.

TRAVER CHAUTAUQUA SHOWS, Inc.

Can place Concessions that will work for Stock. No Roll Downs or Coupon Stores.

Have Opening for Octopus and Roller-Plane. Want Novelty Shows.

WRITE OR WIRE WEEK MAY 13-18

GEO. W. TRAVER, Manager, New Brunswick, New Jersey.

MARKS SHOWS, INC.

CAN PLACE

Legitimate Concessions of all kinds. Platform Shows of merit. This show plays best locations in proven territory.

Write or wire MARKS SHOWS, INC., this week, Bluefield, W. Va.; week of May 20, at Fairmont, W. Va.; week of May 27, at Morgantown, West Virginia.

Physician Heads Hospital Unit on World of Mirth

PHILADELPHIA, May 11.—Anson B. Ingels, MD., who recently resigned from medical service in the United States Army, joined the staff of World of Mirth Shows at the opening here, to take charge of shows' hospital unit. Same medical plan, inaugurated by General Manager Max Linderman two years ago and which provides medical attention at nominal cost, payable weekly, will be adhered to together with group insurance plan started last year.

Dr. Ingels has had a long and varied career in the United States, Mexico, Europe and China ,and while in Mexico was in charge of the first railroad hospital unit ever utilized for military work. In addition he has been epidemiologist of Rhode Island ,and later was in charge of demonstrating rural health units for U. S. Public Health Service and the Rockefeller Foundation. He is a registered physician in nine States. Mrs. Ingels will assist him.

COMING MARRIAGES

(Continued from page 28)

New York, and Ruth Horne, nonpro, in New York soon.

William De Mayo, of the De Mayos dance team, and Marie Roma, his partner, in Philadelphia in October.

Jack Winston, comic of the Three Heat Waves, night club and vaudeville act, and Marion Allen, model, in Philadelphia in June.

Virginia Brosi, Station WWSW staff member, and Stanley MacCredit, nonpro, in Pittsburgh next month.

Bonnie Belle Roberts, dancer of Fort Worth, Tex., and Carmon Schenck, nonpro of Fort Worth, in that city May 22.

Ralph McCutcheon, nonpro, and Mary Kornman, film actress, July 6 in Greeley, Colo.

Freda Betsky Little and Mike, of the Mike and Ike twin midget team with the Bantly All-American Shows, soon.

Vincent Paul Downey, nonpro, and Dolores Gillen, radio actress, June 15 in Chicago.

Johnny Murray, night club dancer, and Betty Loughlin, his former partner, in Philadelphia next month.

Sam Wanamaker, radio actor, currently in the shows, *Guiding Light* and *Midstream*, and Charlotte Holland, radio actress, now playing in *Against the Storm* and *Joyce Jordon, Girl Interne*, next month.

CANDY GIVE AWAY PKGS. and INTERMEDIATES
Oriental Sweets
LARGE SIZE PACKAGE
100 to Carton
100 Pkgs. $2.00
500 Pkgs. $10.00
1000 Pkgs. $20.00
These Packages Contain Asst. Caramel Kisses.
Send for FREE Illustrated Catalog. 20% Deposit With Order, Bal. C. O. D.
DELIGHT SWEETS, Inc. 50 East 11th St., New York City.

AMERICA'S FAVORITE CARNIVAL WANTS

To join at once Shows with own transportation, legitimate Concessions, Minstrel Show with Band. Want Sound Truck. S. H. Dowdy, can place you. All Rides contracted. Wire quick Anawalt, W. Va., this week. Ray Price wants Agents for Grind Stores. Add.: Fred C. BOSWELL, Mgr.

FUNLAND SHOWS
WANT

Monkey Drome or Show, Big Snake, Illusion, Crime, Fat, Freak and Grind Shows. Rollo-Plane or Octopus, Penny Arcade, Long Range Gallery, Custard, Knife Rack, Hoop-La, String Game, Amer. Camp and Novelties. All ex. No gyps or grift. Harlan, Ky., this week; Pineville, Ky., next week.

SUNSET AMUSEMENT CO.

Exclusive Photo for sale. Want Waiter and Griddle Man. Concessions open. Couple wanted for Girl Show.
Cameron, Mo., this week; Clinton next.

WANT

Trained Cat Act or a Trainer who can break good stock. Also Attraction for Annex (no Half and Half wanted). Would like to hear from Maurice, ossified man; also Capt. Jerome Smith, Slim Woods, Bill Williams, George McCarthy, Bill Harris. Write SAM GOLDEN, WEST BROTHERS' SHOWS, Dubuque, Ia., this week; Iowa City, Ia., next week.

Dyers Greater Shows

Want a few more good Shows. Must be clean and have neat outfits. Strawberries and cream this week, McRae, Ark. Shoes for everybody next week, Perryville, Mo.

WANTED—Ferris Wheel Foreman, sober and reliable; Help for Merry-Go-Round and Chair Plane. Good openings for Mug Joint, Bingo and legitimate Stock Concessions. Have opening for one more Grind Show, preferably with own outfit. All dates sponsored by good live-wire committees. The cream of the Pennsylvania firemen's conventions and celebrations. All write or wire or come on. K. F. SMITH, Lynchburg, Va. Location, Madison Heights.
SMITH'S GREATER ATLANTIC SHOWS.

Births

A daughter to Mr. and Mrs. George Puryear in Breckenridge Hospital, Austin, Tex., March 30. Parents formerly owned the motordrome on the Western States Shows.

A 6½-pound daughter, Carolyn Ann, to Mr. and Mrs. Otto Kuhnert in Atlantic City Hospital, that city, April 22.

A 7½-pound boy to Mr. and Mrs. Hal Janis April 17. Father is sports director of Station WMCA, New York.

A 7½-pound son to Mr. and Mrs. James D. Cunningham recently. Mother is the former Faith Sterting, past season with Ideal Exposition Shows, and father was the girl show operator last season with Bantly's All-American Shows.

A 7½-pound son, Gary Lee, to Mr. and Mrs. Walter Ewing in Home Hospital, La Fayette, Ind., April 12. Mother was formerly Vera May Peters, of the Peters family, med show and novelty performers.

A daughter to Mr. and Mrs. Hy Gardner, April 22, in Israel Zion Hospital, New York. Mother is the former Ruth Elbaum, who was a member of the cast of *Pins and Needles*. Father is still with the show.

A seven-pound son to Mr. and Mrs. Clarence Smith in Magee Hospital, Pittsburgh, April 25. Father is a pitchman.

A seven-pound daughter to Mr. and Mrs. Clyde Cowart in Ashdown, Ark., April 16. Parents have been with Zimdars Greater Shows the past two years.

A 6½-pound daughter, Vivienne, to Mr. and Mrs. Bert Lebhar at Park West Hospital, New York, recently. Father is sales manager at Station WHN, New York.

A nine-poung daughter to Mr. and Mrs. Eddie Jacques, April 25 at Women's College Hospital, Philadelphia. Father is head of the staff operating the Embassy, a Philadelphia night club.

A 7¼-pound son to Mr. and Mrs. Stanley Adams in Miami, Fla., April 21. Father was the band leader on the John R. Van Arman Tent Show the past two seasons. Mother is the former Marty Carroll, toe acrobatic dancer with the same organization.

A daughter to Mr. and Mrs. Jack Mills in Cleveland recently. Father is the owner of Mills Bros.' Circus.

A 6½-pound daughter, Ann Clarke, to Mr. and Mrs. John Haynie Gilliland in Merritt Hospital, Uvalde, Tex., May 5. Father is bassist with Art Kassel's Orchestra.

A son to Mr. and Mrs. Ozzie Nelson May 8 at Holy Name Hospital, Teaneck, N. J. Father is the orchestra leader and mother is the former Harriet Hilliard, radio singer.

A son to Mr. and Mrs. Ed Tuthill, girl show operators on World of Mirth Shows, recently in Detroit.

Divorces

Ruth Pine, theatrical producer, from Mike Murray, emsee, April 12 in New York.

Harry James Noel from Ann Gosnell Noel April 10 in Chicago.

Arthur James Weaver, member of Station KLZ sales staff, and Virginia Lee Wilkinson, May 10 in Denver.

Martha Sleeper, former stage and screen player, from Hardie Hunter Albright, actor and playwright, in Miami, Fla., recently.

Arline Judge Topping, film actress, from Daniel Reid Topping, millionaire sportsman, in Bridgeport, Conn., May 3.

Jackie Lee, circus rider and performer, from Leon Roberts, known professionally as Art Mix, recently in Macon, Ga.

Mrs. Marie Dever, Wild West performer, from Dallas Dever in Macon, Ga., recently.

Mary Kirk Brown, night club singer, from Robert Kelly, May 1 in Miami, Fla.

ROUTES

(Continued from page 20)

Pioneer Square Dancers (Gov. Clinton) NYC,h.
Ploski, Joseph (Brown Derby) NYC, nc.

R

Rabiner, Charlie (Cafe Society) NYC,, nc.
Rascha & Mirka (Le Ruban Bleu) NYC, nc.
Reat, Petti & Lester (Wonder Bar) Cincinnati, nc.
Remus, Paul, & Midgets (Lyric) Indianapolis,t.
Revere, Amy (Music Hall) NYC, t.
Rhodes, Doris (Famous Door) NYC, nc.
Rickson, George (Chateau Moderne) NYC, nc.
Ring, Blanche (Diamond Horseshoe) NYC, nc.
Rios, Rosita (La Conga) NYC, nc.
Rives, Tubby (Belmont) Miami Beach, Fla.,nc.
Roberta (Cat & Fiddle) Cincinnati, nc.
Roberts & White (Cocoanut Grove) Boston,nc.
Roberts & Farley (New Yorker) NYC, h.
Robinson, Bobby (Beverly Hills) Newport, Ky., cc.
Rock & Dean (Hollywood) Rochester, N. Y.,cc.
Rodrigo & Francine (Hollywood) NYC, nc.
Rodriguez (Montparnasse) NYC, nc.
Roecker, Eddie (Palumbo's) Phila, nc.
Rogers & Morris (Bowery) Detroit, nc.
Rolanda & Verdita (Vine Garden) Chi, nc.
Rollickers Trio (Sagamore) Rochester, N. Y.,h.
Ronald & Roberta (Royal Hawaiian) San Francisco, nc.
Rosalean & Seville (Ambassador) NYC, h.
Rosales, Marco (Essex House) NYC, h.
Ross, Sybil (Barrel of Fun) NYC, nc.
Roth, Joe (Lake Merritt) Oakland, Calif., h.
Roth-Verdun Jitterbugs (Hi Hat) Chi, nc.
Royce, Rosita (Leon & Eddie's) NYC, nc.
Russell, Mabelle (Brown Derby) NYC, nc.

S

St. Clair, Silvia (Le Ruban Bleu) NYC, nc.
St. Clair, June (Hi Hat) Chi, nc.
Salazar, Carlos (El Chico) NYC, nc.
Salinger (Fifth Ave.) NYC, h.
Samuels, Three, & Harriet Hayes (State) NYC, t.
Sanoff, Vera (Brevoort) NYC, h.
Sargent, Jean (Latimer) Phila, nc.
Sava, Marusia (Casino Russe) NYC, nc.
Schumann, Henrietta (Music Hall) NYC, t.
Seiler, Jay & Lou (Earle) Washington, D.C., t.
Setchma & Rudolph (Chicago) Chi, t.
Seymour, Dan (Hi Hat) Chi, nc.
Sharon, Nita (Stag) St. Joseph, Mo., nc.
Sheldon, Gene, & Co. (Buffalo) Buffalo, t.
Sheridan, Nora (Gay '90s) NYC, nc.
Shields, Ella (Sawdust Trail) NYC, nc.
Shirner Twins (Bowery) Detroit, nc.
Shore, Willie (Hi Hat) Chi, nc.
Shyrettos, The (Stanley) Pittsburgh, t.
Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc.
Sims & Bailey (Earle) Washington, D. C., t.
Skelton, Red (Earle) Washington, D. C., t.
Slim & Slam (Senator) Phila, h.
Small, Mary (Strand) NYC, t.
Smallwood, Josephine (Walton) Phila, h.
Snell, Kay (St. Regis) NYC, h.
Southern Sisters (Schroeder) Milwaukee, h.
Spec & Spot (Bowery) Detroit, nc.
Spencer & Foreman (Cocoanut Grove) Boston, nc.
Squires, Louis (Chicago) Chi, t.
Standish, Helen (Park Central) NYC, h.
Stanley, Irene (Le Poissonier) NYC, re.
Stella, George (Wonder Bar) Cincinnati, nc.
Stewart, Sally (Sawdust Trail) NYC, nc.
Stockwell, Harry (Village Barn) NYC, nc.
Stone, Gary (Palmer House) Chi, h.
Stuart, Jackie (Gaucho) NYC, nc.
Stwart, Peggy (Weylin) NYC, h.
Sullivan, Lee (Leon & Eddie's) NYC, nc.
Sutherland, Ann (Hi Hat) Chi, nc.
Swan & Lee (State-Lake) Chi, t.
Swifts, Three (Lyric) Indianapolis, t.

T

Tamara (Walton) Phila, h.
Tanner Sisters, Three (Buffalo) Buffalo, t.
Taylor, Johnny (Dizzy) NYC, nc.
Tharpe, Rosetta (Cotton) NYC, nc.
Therrien, Henri (Geo. Washington) Jacksonville, Fla., h.
Thompson, Edna (Palumbo's) Phila, nc.
Thury, Ilona (Hungaria) NYC, nc.
Tip, Tap & Toe (Cotton) NYC, nc.
Tondeleyo & Lopez (Leon & Eddie's) NYC, nc.
Torres, Magola & Louis (Embassy) Phila, nc.
Travis, Jimmie (Casa Grande Dude Ranch) Berwyn, Md.
Trinkler, Alfred (New Yorker) NYC, h.
Tucker, Sophie (Chez Paree) Chi, nc.
Tufts, Sonny (20th Century) Phila, nc.

V

Valdeo & Yoel (Wonder Bar) Cincinnati, nc.
Valdez, Vida (Havana-Madrid) NYC, nc.
Valentine, Ann (Primrose) Newport, Ky., nc.
Valentinoff, Valya (Music Hall) NYC, t.
Valley & Lynne (Black Cat) Wilmington, Del., nc.
Van & Allen (Lookout House) Covington, Ky.,nc.
Vance, Jerri (Palumbo's) Phila, nc.
Varone, Joe, & Three Sparklettes (Velvet Grille) Buffalo, nc.
Vaughn, Nancy (Barney Gallant's) NYC, nc.
Vaughn, Phyllis (Cat & Fiddle) Cincinnati, nc.
Vaughn, George (Gay '90s) NYC, nc.
Vera, Joe (Congress) Chi, h.
Vernon, Evelyn & Jimmy (La Martinique) NYC, nc.
Villarino, Geronimo (La Casita) NYC, nc.
Vine, Billy (Butler's) NYC, nc.

W

Wade, Bill & Betty (Book-Cadillac) Detroit, h.
Walders, Darlene (Chicago) Chi, t.
Waldron, Jack (Brown Derby) NYC, nc.
Walker, Mildred (Sawdust Trail) NYC, nc.
Wallace, Babe (Southland) Boston, nc.
Walley & Dustmas (New Yorker) NYC, h.
Ware, Dick (Saks Show Bar) Detroit, c.
Warner, Jack & Jill (Harry's New Yorker) Chi, nc.
Watson, Eunice (Steve's) NYC, nc.
Welch, Muriel (La Marquise) NYC, nc.
Wells, Billy, & Four Fays (Capitol) Washington, D. C., t.
Wencil, Ray (Faust) Peoria, Ill., nc.
West, Everett (Chez Paree) Chi, nc.
White, Danny (Delmonico's) Phila, re.
White, Eddie (Colosimo's) Chi, nc.
White, Lawrence (Ambassador) NYC, h.
Whitey's Jitter Dancers (Roxy) NYC, t.
Wicke, Gus (Gay '90s) NYC, nc.
Wilde, Bobby (Cocoanut Grove) Boston, nc.
Wilkins, Dorothy (New Yorker) NYC, nc.
Willie, West & McGinty (Palladium) London, mh.
Wilson, Tommy (Cotton) NYC, nc.
Winchell, Paul (Beverly Hills) Newport,Ky.,cc.
Winter Sisters (Latin Quarter) Boston, nc.
Wise, Don (Frontenac) Detroit, nc.
Wood, Barry (Paramount) NYC, t.
Woodall, Harold (Weylin) NYC, h.
Woods, Toni (Chateau Moderne) NYC, nc.
Woods & Bray (Northwood Inn) Detroit, nc.
Woods, Barbara (St. Regis) NYC, h.
Woodsons, Four (Jefferson) St. Louis, h.
Wyle, Larry (Old Roumanian) NYC, nc.
Wyoming Kid (Kelley's) Cincinnati, nc.

Y

Yvette (La Martinique) NYC, nc.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Amarillo, Tex.
All-American Expo.: Oskaloosa, Ia.; Marion 20-25.
American United: Walla Walla, Wash.
Anderson-Srader: Newton, Kan.
B. & H.: Westminster, S. C.
Bach, O. J.: Norwich, N. Y.
Bantly's All-American: Rochester, Pa.; Girard, O., 20-25.
Barfield's Cosmopolitan: St. Paul, Va.; Clinchco 20-25.
Barker: Clinton, Ill.
Barkoot, K. G.: Toledo, O.
Beckmann & Gerety: Decatur, Ill.
Bee, F. H.: Frankfort, Ky.
Blue Ribbon: Bloomington, Ind.
Blue Ridge: Waynesboro, Tenn.
Blumenthal United: Hopewell road, Petersburg, Va.
Bortz: Puxico, Mo.
Bremer's Tri-State: Harrisonville, Mo.
Buck, O. C.: Watervliet, N. Y.
Buckeye State: (Cotton Carnival) Memphis, Tenn.; (Strawberry Festival) Bald Knob, Ark., 20-25.
Bullock Am. Co.: Newton, N. C.
Burke, Frank: Santa Fe, N. M.
Byers Bros.: Booneville, Mo.
Central State: Ellsworth, Kan.
Cetlin & Wilson: Lebanon, Pa.
Chanos, Jimmie: St. Marys, O.
Clark's Greater: Jamestown, Tenn.
Clyde's United: Homer City, Pa.; Scalp Level 20-25.
Coleman Bros.: New Britain, Conn.
Colley, J. J.: Picher, Okla.
Conklin: Sault Ste. Marie, Ont., Can.; Sudbury 20-25.
Convention: Dunkirk, N. Y.; Falconer 20-25.
Cotton State: Whitesburg, Ky.
Crafts 20 Big: Fresno, Calif., 7-15; Santa Clara 16-19.
Crescent Am. Co.: Greenwood, S. C.; Clinton 20-25.
Crowley United: Las Vegas, N. M.
Crystal Expo.: Lenoir, N. C.
Cunningham: Middleport, O.
Cumberland Valley: Fayetteville, Tenn.
Dailey Bros.: Watonga, Okla.
De Luxe Am.: Danielson, Conn.
Diamond Midway: Astoria, Ill.
Dick's Paramount: Southbridge, Mass.
Dixie Belle: Leitchfield, Ky.; Greensburg 20-25.
Dodson's World's Fair: Muncie, Ind.; Fostoria, O., 20-25.
Douglas: Vancouver, Wash.
Down East Attrs.: Newberry, S. C.; Clinton 20-25.
Dudley, D. S.: Newcastle, Tex.
Edwards, J. R.: Wooster, O., 18-25.
Elite: Herington, Kan.
Elk Valley: Oakdale, Tenn.
Ellman: (35th & Capitol Drive) Milwaukee, Wis.
Endy Bros.: Wilkes-Barre, Pa.
Endy Bros.' Expo.: Mt. Carmel, Pa.
Evangeline: Lafayette, La.
Fair-at-Home: New Brunswick, N. J.
Fairly & Little: Alton, Ill.
Fidler United: Streator, Ill.
Fleming, Wm. E., Attrs.: Danville, Pa.
Fleming, Mad Cody: Smithville, Ga.
Fordham's Gilt Edge: Pinehurst, Ga.
Franks Greater: Bremen, Ga.; Rockmart 20-25.
Frisk Greater: Mankato, Minn.
Funland: Harlan, Ky.
Fuzzell's United: Quincy, Ill.
Gibbs, W. A.: Eldorado, Kan.
Golden Arrow: Freeburg, Mo.
Golden Gate: Hawesville, Ky.
Gold Medal: Chicago Heights, Ill.
Golden West: Granite Falls, Minn., 18-25.
Great Bright Way: Cecil, Pa.; Lawrence 20-25.
Great Lakes Expo.: Lima, O.
Great Eastern: (Lyons Ave. & Fabyon Place) Newark, N. J.
Great Sutton: Paris, Tenn.
Greater Expo.: (Grand & Florissant aves.) St. Louis, Mo.; Centralia, Ill., 20-25.
Greater United: Burkburnett, Tex.
Gruberg's World Famous: (Front & Chew sts.) Philadelphia, Pa.
Happy Attrs.: Galion, O.; Circleville 20-25.
Happyland: Lincoln Park, Mich., 13-22; Dearborn, 24-June 2.
Harris: Huntington, Ind.
Hartsock Bros.: Meredosia, Ill.
Heller's Acme: Perth Amboy, N. J.
Henke: (32d & Fond du Lac sts.) Milwaukee, Wis., 13-19.
Hennies Bros.: Memphis, Tenn.
Hilderbrand's United: Angels Camp, Calif., 15-19.
Horton United: Farmington, Ill.
Howard Bros.: Jackson, O.
Hubbard's: Peekskill, N. Y.
Hughey & Gentsch: Poplarville, Miss.
Hyde, Eric B.: Dumfries (Quantico) Va.; Leesburg 20-25.
Ideal Expo.: Harrisburg, Pa.
Imperial: Fairfield, Ia.; Burlington 20-25.
Jones, Johnny J., Expo.: Johnstown, [illegible] Pittsburgh, 20-25.
Joyland: Avenal, Calif.
Kaus Expo.: Baltimore, Md.
Kaw Valley: Horton, Kan.

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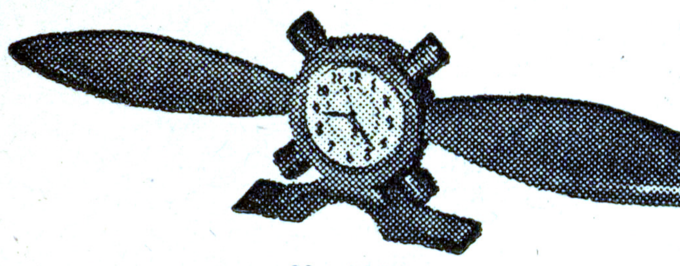

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Small Girl Revue. Will stand for anything reasonable in front but no blow-off. Will furnish complete new outfit for same. Will also furnish outfit for any other show of merit. Want Concessions: Lead Gallery, High Striker and all other Stock Concessions, twenty dollars. Can place Custard at twenty-five. Cedar Grove, W. Va., this week; Eskdale, Whitesville and Logan follow.

WANT WANT

J. F. SPARKS SHOWS

We hold contract for Lynch, Ky., Ball Park, June 10-15. First show in.
Want to join at once for balance of season: Will furnish complete new outfit for manager with acts for Side Show, or will book complete Side Show. Colored Musicians, especially Trombone, Trumpet, ...ophone. Will place tickets. Sell exclusive ...en Custard, Rat Game, Cigarette Gallery. Book all legitimate Concessions reasonable. Want Agents for Percentage, Ball Game, Penny Pitch. Will book all Grind Shows. Wally Blair wants Dancing Girls. Maurice Pierce wants Front Man. Address all replies:
J. F. SPARKS, IRVINE, KY.

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Frozen Custard, Snow Balls, Hoop-La, Long Range Shooting Gallery, Darts, Pitch-Till-Wins, High Striker, Kegs, Penny Pitch, Country Store, Penny Arcade and other legitimate Concessions except Ball Games, Bingo, Pop Corn, Candy Floss, Candy Apples, which have been sold. Splendid route, including several early celebrations. Address:

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Want Ride Help for Wheel, Chair-o-Planes. Talkers and Girls for Girl Show, Agents for Wheels, Grind Stores, Ball Games, Penny Pitch. Weather good, money plentiful. All wire BILL FRANKS, Bremen, Ga., this week; Rockmart, Ga., next week; then Rome, Ga.

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Rides not conflicting, Shows with own outfits. Will book P. C. Joints. Stock Stores, come on. Mines pay every week. Whitesburg, Ky. Watch my route.
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...Cook House, Bingo, Ball Games, Rat Game, ... Pitch Till You Win, Lead Gallery, Ciga- ...llery, any Stock or Grind Joint, $10. Mitt ...en. Pop Corn and Snow open. Have out- ...Athletic, Geek and Girl Show; also Jig Show. ...ood Banner Man and General Agent. Also ...des. Also Ride Help. FRANK OWENS, ..., GOLDEN GATE SHOWS, Hawesville, Ky.

Keystone Modern: Parkersburg, W. Va.
Lagasse Am. Co.: Haverhill, Mass.
Landes: Atchison, Kan.; Marysville, Mo., 20-25.
Lang's, Dee, Famous: Muscatine, Ia.; Rock Island, Ill., 19-25.
Large, H. P.: Hurst, Ill.; Elkville 20-25.
Latlip: Cedar Grove, W. Va.
Lawrence Greater: Statesville, N. C.
Lewis, Art: Haledon, N. J.; Norwich, Conn., 20-25.
Lynch, Bill: Halifax, N. S., Can.
McGregor: Chelsea, Ia.
McLaughlin, P. S.: Taunton, Mass.; New Bedford 20-25.
McMahon: Marysville, Kan., 18-25.
McPherson United: Aliquippa, Pa.; Beaver Falls 20-25.
Mac's Caravan: Ironton, Mo.
Magic Empire: Glenwood, Ia.
Marks: Bluefield, W. Va.; Fairmont 20-25.
Metro: Greenwood, Ark.
Midwest: Petersburg, Neb., 13-15; Fairfax, S. D., 16-18; Burke 20-22; Kimball 23-25
Merit: Lynn, Mass.; Lowell 20-25.
Mighty Monarch: Princeton, W. Va.
Miller, Ralph R., Am.: Ponchatoula, La.; Albany 20-25.
Miller Bros.: Camden, N. J.
Miner Modern Midway: Marion Heights, Keiser, Pa.
Motor City: Pontiac, Mich.
Naill, C. W.: Eldorado, Ark.
Ohio Valley: (W. Washington & Roena sts.) Indianapolis, Ind.
Ozark Am.: Clarksville, Ark.
Page, J. J., Expo.: Kingsport, Tenn.; Appalachia, Va., 20-25.
Palace United: Ullin, Ill.; Rosiclare 20-25.
Patrick's Greater: Orofino, Ida.
Pearson: Auburn, Ill.
Penn Premier: Summit Hill, Pa.
Pine Tree State: Lewiston, Me.
Pioneer: Hornell, N. Y.; Canisteo 20-25.
Prairie State: Maquoketa, Ia.
Pryor's All-State: Crooksville, O.
Rainbow Am. Co.: Belle, Mo.
Reading's: Portland, Tenn.
Reynolds & Wells: Nevada, Ia.
Rogers Greater: Marion, Ky.
Rogers & Powell: Weiner, Ark.
Royal Midway: Ila, Ga.
Royal American: (26th st. & 56th ave.) Cicero, Ill., 13-25.
Rubin & Cherry Expo.: Wichita, Kan.
Santa Fe Expo.: Altus, Okla.; Mangum 20-25.
Scott Bros.: Dawson Springs, Ky.; Hopkinsville 20-25.
Sheesley Midway: Louisville, Ky.; Reading, O., 20-25.
Shugart, Doc.: Broken Arrow, Okla., 16-18.
Sims Greater: Belleville, Ont., Can.
Six, J. Harry: Floyd, Va.
Smith, J. Lacy, Attrs.: Lacrosse, Va.
Smith Bros.: Clayton, Okla.
Smith's Greater Atlantic: Lynchburg, Va.
Snapp Greater: Independence, Mo.
Sol's Liberty: Jacksonville, Ill.
Southland Am.: McKee, Ky.
Southern Attrs.: Meldrim, Ga.
Sparks, J. F.: Irvine, Ky.
Speroni, P. J.: Clinton, Ia., 13-15; Dewitt 16-18.
Star Am. Co.: Judsonia, Ark.
State Fair: Salina, Kan.
Stevens Bros.: Strang, Okla.
Strates, James E.: Pottsville, Pa.
Sunset Am. Co.: Cameron, Mo.; Clinton 20-25.
Texas: Port Lavaca, Tex., 12-20.
Texas Expo.: North Little Rock, Ark.
Tilley: Galesburg, Ill.
Tip Top: Lovelock, Nev., 13-16.
Traver: New Brunswick, N. J.
Wade, W. G.: Kalamazoo, Mich.; Battle Creek 20-25.
Waldorf Greater: Soddy, Tenn.
Wallace Bros. of Canada: Windsor, Ont., Can., 6-18; Chatham 20-25.
Wallace Bros.: Danville, Ky.
Ward, John R.: Anna, Ill.
West Coast Am. Co.: (Fair) Isleton, Calif., 15-19; (Fiesta) San Francisco 21-26.
West, W. E., Motorized: Fayette, Mo.
West Bros.: Dubuque, Ia.; Iowa City 20-25.
West's World's Wonder: Cairo, Ill.
Williams, Ben: Stratford, Conn.
Wilson Am.: Petersburg, Ill.
Wolfe Am. Co.: Pickens, S. C.
World of Fun: North Tazewell, Va.; Richlands 20-25.
World of Mirth: South River, N. J.
World of Pleasure: Grand Rapids, Mich.
World's Fair Shows & Coe Bros.' Circus: Woodland, Calif., 21-27.
World's Fair: Montclair, N. J.
Wyse Greater: Silvis, Ill.
Zacchini Bros.: Barnesboro, Pa.; Connellsville 20-25.
Zimdars Greater: Falls City, Neb.

CIRCUS AND WILD WEST

Anderson, Bud E.: Flandreau, S. D., 15; Brookings 16.
A2Z Rodeo & Wild West: Jackson, Mich., 15-21; Lansing 22-26.
Bell Bros.: Barnetts, Va., 14; Providence Forge 15; New Kent 16.
Cole Bros.: Muncie, Ind., 14; Ft. Wayne 15; South Bend 16; Kokomo 17; Richmond 18; Springfield, O., 19; Middletown 20; Newark 21; Parkersburg, W. Va., 22; Athens, O., 23; Clarksburg, W. Va., 24; Wheeling 25.
Hunt's: Paterson, N. J., 15.
Kelley, Al G., & Miller Bros.: Andale, Kan., 15; Sedgwick 16; Mount Hope 17; Bentley 18; Burrton 20; Little River 21; Kanopolis 22.
Lewis Bros.: Sidney, O., 14; Bellefontaine 15; Kenton 16; Delaware 17; Marysville 18; Lancaster 20.
Mills Bros.: Bernie, Mo., 14; Peach Orchard 15; Campbell 16; Malden 17.
Polack Bros.: Helena, Mont., 10-15; Deadwood, S. D., 20-23.
Ringling Bros. and Barnum & Bailey: Baltimore, Md., 13-15; Washington, D. C., 16-18; Philadelphia, Pa., 20-25.
Russell Bros.: Alliance, O., 14; Kent 15; Painesville 16; Ashtabula 17; Conneaut 18; Warren 20; Grove City, Pa., 21; Franklin 22; Oil City 23; Titusville 24; Warren 25.

MISCELLANEOUS

Arthur, Magician: Taft, Tenn., 15-16; Coldwater 17-18.

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WANT WANT

Side Show Manager and Talker to take charge of big office Side Show. (Walter DeLenz, wire.) Have complete frame-up for real Girl Show. Can place High Diver (we have complete rigging). Organized Colored Minstrel Show or Manager for same. Competent Ride Help for all Rides. Workingmen in all departments. Address:
Grand and Florissant Aves., St. Louis, Mo., this week; Centralia, Ill., next week.

CRYSTAL EXPOSITION SHOWS WANT

Legitimate Concessions not conflicting. Will sell exclusive on Diggers. Can place money-getting Shows with or without outfits. Want Freaks and Working Acts for Circus Side Show; salary sure. Also Talker and Ticket Sellers. Address: Lenoir, N. C., this week.
P.S.: Max Heller, organ man, get in touch with me at once.

J. J. PAGE SHOWS WANT

Party to take over and operate first-class Motordrome. Have new front and banners, also lion. C. C. Russ can place Girls for Revue. Want Grind Show and Side Show People; Buddy Hays and Helen, answer. Opening for Frozen Custard and Long Range Gallery. Address: J. J. PAGE SHOWS, Kingsport, Tenn., this week; Appalachia, Va., next week; then Harlan, Ky., downtown location.

MIGHTY MONARCH SHOWS WANT

For choice locations in coal fields of West Virginia, want Shows: Illusion, Monkey Show, Monkey Drome or Speedway or any Show of merit. Will furnish outfits. Will book, buy or lease Merry-Go-Round. Dick Miller wants for Side Show: Half and Half, Mental Act, Working Acts, one Freak to feature. Boola Boola, come on. Place Concessions: Long Range Gallery, Ball Games, Pitch-to-Win, String Games or any legitimate Concessions. We play Keystone, W. Va., big 4th of July celebration; also dates like War, Welch, English, Bramwell, Beckley. All choice dates in coal fields that are working. Fair season starts in August in Virginia and closes in Florida Thanksgiving week. Open Florida fairs in January. All address: N. P. ROLAND and GEORGE GOFFAS, Princeton, W. Va., this week.

Baxter's Tent Show: Young Harris, Ga., 13-18.
Burro Ball: Fayette, Ala., 14; Sulligent 15; Jasper 16; Carbon Hill 17; Sumiton 18; Trussville 19.
By-Gosh Co.: Vale Summit, Md., 20-25.
Campbell Bros. and Stensvad Circus (painting): Peru, Ind., 15; Ft. Wayne 18; St. Joseph, Mich., 21; Kalamazoo 24.
Crawfords, Aerial: (Wallace Bros.' Shows) Danville, Ky., 13-18.
Day's, C. C., Wild West Cavalcade (mythical show via mail): Gales Ferry, Conn., 17; Enfield 18; Providence, R. I., 20; Springfield, Mass., 22; Worcester 24.
DeCleo, Magician: E. Canton, O., 13-18.
Duggan & Count D'Rey, Ventriloquists: (Hotel Heidelberg) Jackson, Miss., until June 1.
Franklin, Joe, & Pals: (Princess Theater) Sault Ste. Marie, Ont., 16-18; (Soo Theater) Sault Ste. Marie, Mich., 19-21.
Ginnivan, Frank R., Co.: Pioneer, O., 13-18; Addison, Mich., 20-25.
Hall, George, & Orch.: (Lake Breeze Hotel) Buckeye Lake, O., 17; (Moonglow Club) Girardeau, Mo., 19; (Shrine Mosque) Springfield 20; (Century Room) Tulsa, Okla., 23.
Jaxon, Ventriloquist: (Door) Sturgeon Bay, Wis., 18-19.
Kreko's Kavalcade: (Harry Whitefield's Tent Show) Sebree, Ky., 16-18.
Kressells, Four: (Legion Celebration) Dunkirk, N. Y., 13-18; (Firemen's Celebration) Falconer 20-25.
La Vola, Don, & Carlotta: (Fiesta) Santa Fe, N. M., 15-25.
LaZellas, Aerial: (Carnival) Jackson, O., 13-18.
Leckvold, Magician: (Lanora) Pampa, Tex., 16; (Rex) Borger 17; (Elk) Elk City, Okla., 20; (Rialto) Clinton 21; (Kiowa) Hobart 22; (Temple) Mangum 23; (Plaza) Altus 24.
Lewis, H. Kay, & Hollywood Varieties: Winchester, Ind., 14-22.
Light, Enoch, & Orch.: (Raymor Ballroom) Boston 17-18; (Metropolitan Theater) Providence 19; (Plaza Theater) Bellefonte, Pa., 22; (Strand Theater) Cumberland, Md., 23.
Long, Leon, Magician: Birmingham, Ala., 13-18.
McNally's Variety Show: Southard (P. O. Lakewood) N. J., 13-18.
Mad Hatter Revue: (Cornhusker Hotel) Lincoln, Neb., 18.
Miller, Al H., Show: Banning, Va., 13-18.
Mills Troupe: Leavenworth, Kan., 12-19.
Montague, Duke, Magician, & His Hollywood Dollies: Del Norte, Colo., 14.
Niesen, Georgie: (Popeye Club) Weymouth, Mass., 13-18.
Page & Nona: (Capitol Theater) Portland, Ore., 13-18.
Pyle, Doc Paul, Hillbillies: Reynolds, Ill., 14; New Boston 15; Seaton 16; Little York 17; Biggsville 18.
Ricton's Dogs: Alexander City, Ala., 13-25.
Schaffner's Players: Wapello, Ia.
Teagarden, Jack, & Orch.: (Michigan State Univ.) East Lansing, Mich., 17.
Zetta, Mentalist, & Zylah, Magician: (High School Aud.) Carthage, Tex., 14; (High School Aud.) Longview 15; (Harlem) Marshall 16-18.
Whiteman, Paul, & Orch.: (Forum) Wichita, Kan., 17.

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SOUTH AMERICAN, JAPANESE, BABY GOLDEN, Etc., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, Etc.

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PRUNTY SEED & GRAIN CO.
620 N. Second St., ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn"

INSURANCE

Charles A. Lenz
"Showman's Insurance Man"
A738 Insurance Exchange, CHICAGO

NOW MOTORIZE NOW
WRITE FOR SHOWMEN'S FINANCE PLAN
CHAS. T. GOSS
* With * * STANDARD CHEVROLET CO. *
EAST ST. LOUIS, ILL.

WANT

Bass Horn Man, young preferred, with small horn. Also Clarinet. Bensted, Pillimio, answer. Wire at once. CARNIVAL BAND, Fredonia, N. Y.

COIN OPERATED • VENDING • SERVICE • MUSIC •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Real Leaders--

Would not stir up some minor issue when serious problems face the people

The church leaders of Detroit are starting a move which is one of the reasons why so many people today lose faith in churches and their leaders and even in religion itself.

On May 9, it is reported, directors of the Detroit Council of Churches voted to request the city council not to renew the city licenses for pinball games, which are due to expire July 1. This would require that the city council repeal the city license ordinance which it passed last July 26, licensing pinball games at $4 per machine.

In order to appreciate why this recent action of church leaders in Detroit brings so much disrepute upon themselves and even the cause of religion itself it is only necessary to note that Detroit has for some time now been very much in the limelight because of baseball pool, policy and numbers set-ups and the political corruption that frequently accompanies such set-ups.

What the church leaders in Detroit are saying is that by banning pinball games the city of Detroit can clean up most or all of its political and moral evils. That is the effect of their action and the way it will impress a large number of good citizens. A lot of intelligent people are beginning to wonder why church leaders so often trump up some minor affair when big problems are facing the people. Apparently they would try to say that pinball games offer the solution to all social and moral evils, but the public will not accept such theories.

The church leaders in Detroit are doing just what church leaders so often do in every city and the reaction in all these cases is beginning to pile up a mass of evidence that questions the very honesty of the people who engage in the pinball crusades.

In 1939 newspapers in Los Angeles began to publicize the growing list of major crimes in the city. The record was beginning to indicate that something was very lax about the city government. Then suddenly reform groups and church leaders started a pinball crusade in the city.

There was only one conclusion that could be drawn by observers. The pinball crusade was originated, agitated and carried on for the purpose of covering up serious evils in the city and also the failure of the city administration to solve serious crime problems.

It is true that a lot of innocent and well-meaning people are deceived into entering into some such crusade as an anti-pinball drive at a time when other and very serious problems are in the limelight. But church leaders ought to have learned a few things about how the world is run. If they haven't, they should ask the politician and the big-time racketeer.

The racketeer knows that when his big-time stuff is being unearthed the best thing in the world for him is to get church and reform people agitated about some minor issue. A pinball crusade is a made-to-order form of protection for the racketeer because it can be agitated so easily, and church leaders have shown a remarkable gullibility in several large cities. If a pinball crusade is needed at all, certainly the time to start it is not when all the powers of good government are centered on trying to correct major evils and problems.

An example happened recently in Minneapolis. A real clean-up movement against major evils had been under way. Then all of a sudden a well-known professional crusader made the headlines in a drive against pinball games. The effect of this outburst by church leaders was to detract from big problems and to make it much harder for honest city officials to continue the drive they had undertaken.

The Minneapolis Times-Tribune called attention to this fact in a remarkable editorial published April 20, 1940. The editorial warned the church and reform groups that if they wanted to make the results of their recent drive permanent they had better not trail off after some minor issue like pinball games.

There are a lot of intelligent people asking why church leaders do such things, and some answers are beginning to come in.

In 1938 the startling announcement was made that a public relations organization had been formed which could "sell" about 70,000 ministers at a price to support any cause. The methods of this organization were to influence the minister indirectly thru some friend or acquaintance.. That is, the minister would be agitated indirectly to rise up and fight against some supposed evil.

That is apparently what happens in all of these pinball crusades. Somebody starts agitating church leaders and they never seem to question who may be doing it, or what the motives may be. Most of the pinball crusades are started during a city drive against big crime or racketeering. The intelligent citizen begins to suspect that the underworld starts agitating the church leaders and soon a pinball crusade is started to draw attention from the real problems facing the city. In Florida the crusade was started by an Annenberg newspaper that was deeply concerned in the racing and bookie set-up.

The Detroit Free Press, February 26, 1940, called the attention of the officials of Detroit to the fact that "many other and bigger problems are confronting Detroit, and a disproportionate amount of agitation seems to many people to have been stirred up over pinball games. . . . And it is such people as these, who are surprised at the furor now being made over these licensed machines, when Detroit is being rocked by scandals and rumors of scandals arising from the discovery of much deeper and more fundamental evils in our midst."

That editorial ought to be read in every church in Detroit as a simple lesson in how to promote good government and public morals.

If church leaders insist on starting a pinball crusade while city leaders are working on serious matters, many people will begin to seriously question the motives:

Either the church leaders have been duped by some politician, clique or racketeer; or—

They are anxious to get the publicity that can be had by stirring up some minor matter at a time when big problems are facing the people.

6 WAYS TO WIN ON KEENEY'S Score Champ

FREE GAME • CONVERTIBLE

Player wins by regular high score (independent from the special reserve).

Player *also* wins by running special reserve section around to 12000 (or any other score set by operator). Then a free game is awarded for each additional 1000 to regular high score.

Player *also* usually wins when a ball passes over certain lanes which cause the reserve score to be transferred to the regular high score. The reserve section then resets to 0.

Player *also* wins a free game by shooting a ball over the left hand green runway when lit up.

Player *also* wins a free game by shooting a ball over the right hand green runway when lit up.

Player *also* wins by hitting the special green bumper when lit.

New Feature Carries Suspense From Game To Game!

The reserve section score remains after each game and is carried over to the next play. This special inducement keeps 'em playing and playing.

- Keeney's new type Live Power bumpers
- All scores are adjustable by the operator
- Keeney's improved motor driven, foolproof step-ups

J. H. KEENEY & CO., Not Inc. *"The House that Jack Built"*
2001 CALUMET AVENUE • CHICAGO, ILLINOIS

Long-Awaited Oregon Supreme Court Decision Given April 30; Brings High Hopes to Operators

SALEM, Ore., May 11.—In a decision announced April 30 State Supreme Court ruled that a pinball-baseball game is not a lottery if no prize is offered the player.

The opinion, written by Chief Justice Rand, dismissed action against W. R. Fuller, of Portland, owner of a game called Western Baseball of 1939, who was arrested late last summer on grounds that he was conducting a lottery, prohibited by Oregon law, charging that he was "unlawfully possessing, displaying and operating" such a machine.

The defendant appealed to the Circuit Court, where, by stipulation, the State amended its information. Fuller de-urred to the amended information on unds that no crime had been com-ted, and the judge sustained the de-rrer and ordered the case dismissed. ruling was appealed by the State the Supreme Court affirmed the ac- of the Circuit Court.

Not a Lottery

udge Rand wrote: "The whole pur-e of this statute is to prohibit the of slot machines, dart machines, pinball games and similar devices played for a prize. As so described, this device (the pinball-baseball game) lacked one of the essential elements of a lottery; namely, prize, and, hence, was not a lottery nor, so far as the information charges, was it ever played, or capable of being played, for any unlawful purpose, it being played merely for the amusement of the player."

Altho the decision does not specifically rule on the legality of pinball machines in the face of the anti-pinball law passed by the voters of the State last year, it is believed that the lottery statute supersedes and that the constitutionality of the anti-pinball law is challenged.

State-Wide Benefits

Budge Wright, local distributor, said that the pinball trade is elated over the Supreme Court's decision. He added that the ruling should clear the pinball picture for all parts of the State, altho local ordinances may require licensing.

Trigger Itch

CHICAGO, May 11.—*Time* magazine (May 13) took as a "sign of the times" the popularity of the coin-operated anti-aircraft machine guns in its most recent issue.

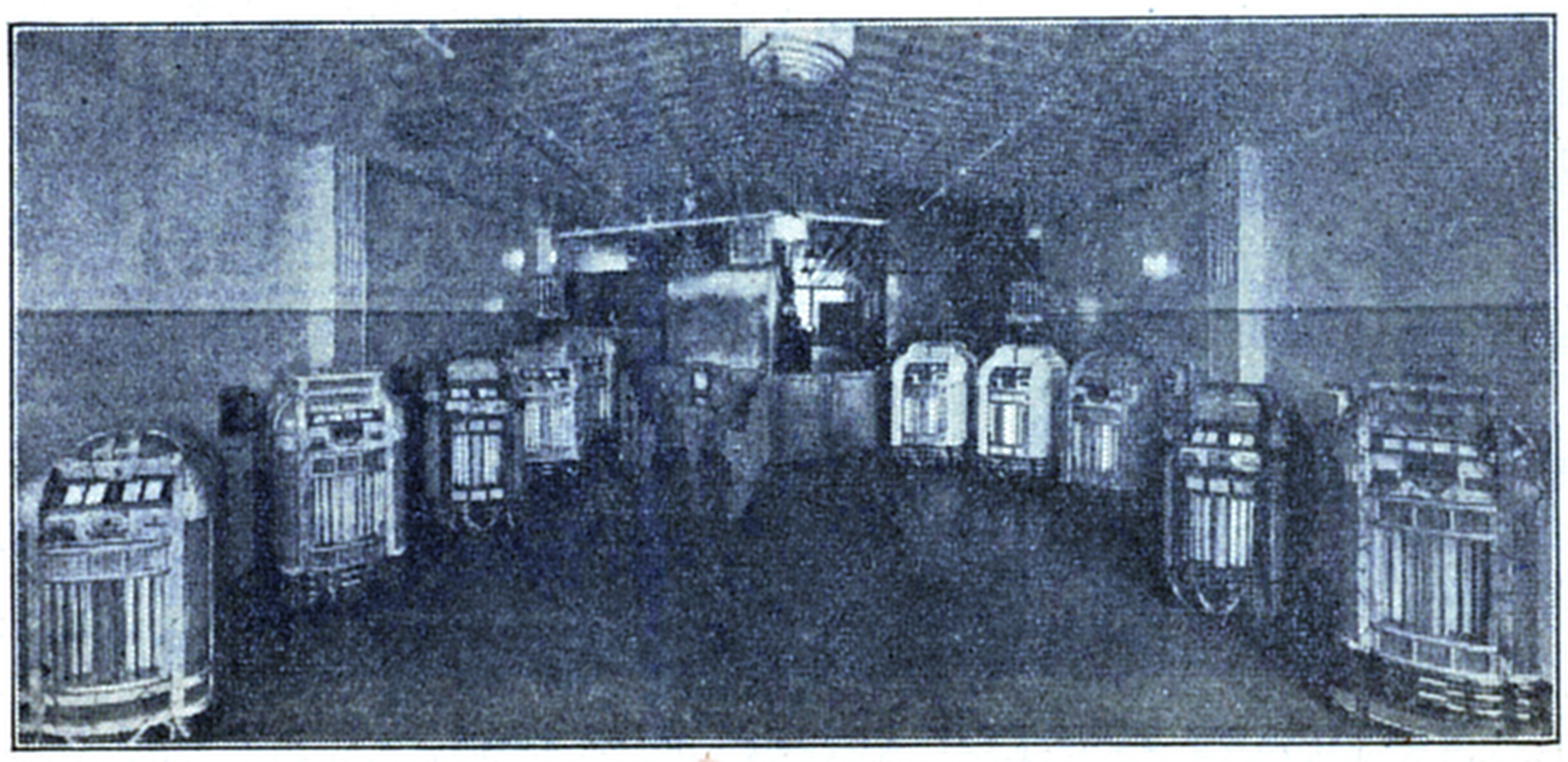
Under the heading of National Affairs, *Time* commented: "Signs of the times take many forms. Last week thousands of normal U. S. adults—the kind who vote against war in Gallup Polls—played a new nickel-in-the-slot game. It had several names (Keeney, Sky Fighter, Sky Pilot), but the fun of all was to aim an imitation machine gun, pull a trigger, try to shoot down a darting fugitive image of an airplane. 'No wonder players insert coin after coin —' exulted International Mutoscope Reel Co., Inc., in a broadside extolling its Sky Fighter. It's that 'trigger-finger' itch that everyone has."

WHO BATS 1.000?

Nobody is perfect. That's admitted. But the most nearly perfect kind of operation, from the standpoint of steady profit, year after year . . . absence of legal difficulties . . . unfaltering appeal all over the world —is PHOTOMATIC, the amazing automatic picture taker!

I VESTIGATE

ational Mutoscope Reel Co., Inc.
1 11th St., L. I. City, New York



W. B. NOVELTY CO., ST. L William Betz is owner and general manager, moved April 5 t location at 1903 Washington avenue. The firm now has loor space of its previous location. According to Betz, thi the firm has had to seek larger quarters since entering th uting business 10 years ago.

SPECIAL VALUES

PHONOGRAPHS

6	Wurlitzer 312 or 412	$39.50
27	Wurlitzer 616A's	59.50
11	Wurlitzer 24s	99.50
14	Wurlitzer 24A	109.50
2	Wurlitzer 600	195.00
1	Wurlitzer 500	225.00
1	Wurlitzer 50	77.50
1	Mills Swing King	32.50
1	Capehart 10-20	39.50
1	Seeburg Selectophone	17.50

1 BALL AUTOMATICS

2	Sport Pages	$59.50
2	Fairgrounds	27.50
2	Quinella	27.50
1	Bally Stables	22.50
1	Hey Day	27.50
2	Foto Finish	12.50
1	Pikes Peak	12.50

SPECIAL

5 Buckley DeLuxe Diggers $69.50

CONSOLES

5	1940 Pace Reel, Like New	$109.50
1	Lucky Lucre	129.50
1	Western Race Meet	129.50
1	Long Champs	32.50
1	Rays Track	32.50
1	Pace Race, Black Cab., Checks	59.50
1	Pace Race, Black Cab., Cash	49.50
1	Buckley Track Odds	59.50
1	Exhibit Races	39.50
1	Jennings Flashing Thru	17.50
1	Bally Royal Flush, Fl. Sample	119.50
1	Track Time, Red Head	49.50

LEGAL GAMES

2	Evans Ten Strike, 1939 Models	$122.50
2	Western Baseballs, Free Play	92.50
1	Bally Alley	99.50
1	Western Oomph	17.50

Terms: 1/3 Certified Deposit, Bal. C. O. D.

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Ind.

BARGAINS FROM DAVE MARION

IMP—JOBBERS AND QUANTITY BUYERS, WRITE

Ten Strike, 1939, Improved, A-1 ....$127.50
Rockola World Series, Excellent 75.00

Mills 25c Dice	$47.50	Ski-Jump	$79.50
Stoner B. Ball	62.50	Box Score, F.P.	22.50
Chubbie, F.P.	19.50	Airport, F.P.	35.00
Challengers	16.00	Bingo	7.50
Model F 1938	11.00	Centapacks	5.00
Totalizer	12.50	26 King Jr.	3.00
Zeta	10.00	Gottlieb Grips	9.50

New List Out. Many Bargains—Write.
1/3 Deposit Required — Bargains Every Week.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

FREE PLAY BARGAINS

Home Run and Big League	$67.50
Roxies, Big Towns and Big Show	59.50
Commodores, Follies, Super Six and O'Boy	54.50
Punch, Flagship and Lancer	47.50
Sports, Scoops, Pickems and Jumpers	39.50
Rebounds, new mechanisms; Thrillers, Champions, Blackouts and Bangs	34.50

LEGAL GAMES

Groetchen Metal Typers	$119.50
Evans' Ten Strikes, 1939 Models	110.00
Chicken Sams, without base	85.00
Exhibit's Bowling, free play, F.S.	97.50
Rock-Ola World Series	44.50

SLOT MACHINES

Pace All Star Comets, refinished, 5, 10 and 25c play	$24.50
Lots of five	22.50
Lots of ten	20.00
Pace 5c Consoles	39.50
Jennings' Silver Chiefs	39.50
Columbia Jack Pot Bells	39.50
1c Watling's Treasures	17.50
1c Mills Skyscrapers	17.50
Vest Pockets	24.50
New Single Cabinets	19.50

COUNTER GAMES

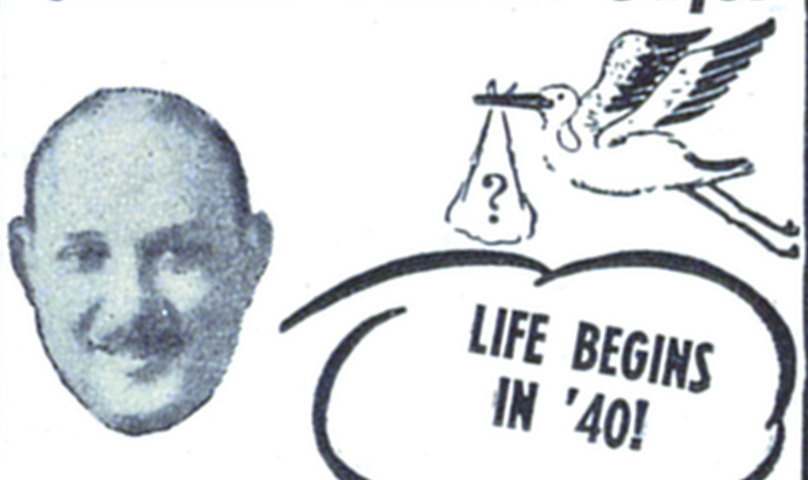
5c Sparks	$14.50
Bingos	7.50
Imperials	9.50
Tallies	9.50
New Imps	12.50
Or six for	67.50
Heads or Tails	19.75
Jiffys	19.75
In-a-Bag Peanut Venders	9.50
Master Peanut Venders	4.00

1/3 With All Orders, Bal. Shipped C. O. D.

AUTOMATIC SALES CO.

416-A Broad St., NASHVILLE, TENN.

CHARLEY MAYER Says:



? Watch for an Important "BLESSED EVENT" in the coin machine field— SOON! ?

N. Y. World's Fair Will Have Coin Machine Quota

NEW YORK, May 11.—Coin-operated devices are destined to play an important role in the entertainment of visitors at the New York World's Fair of 1940. Officials are making no secret of the fact that it will be a vastly improved fair that will greet the eyes of visitors this year. Much has been done since last October to make the 1940 edition as attractive an entertainment bargain as possible. Fair execs are citing as definite reasons why additional millions will come fairwards this year such points as: new 50-cent admission price, lower food prices, pledge of New York hotels and Mayor La Guardia's rooming bureau to provide plenty of low-priced rooms, railroad announcements of special bargain round-trip rates, improved press relations, restriction of foreign travel plus many new and interesting exhibits and spectacles at the fair itself.

Coin Machine Line-Up

The coin machine line-up for the 1940 fair is much the same as last season. Bill Rabkin, president of International Mutoscope Reel, Inc., will have four distinct operations this year. His Elnomar Arcades, Inc., will operate two penny arcades in the amusement area plus another building which will house a battery of Sky-Fighters, the coin-operated anti-aircraft machine gun manufactured by Mutoscope. Only one arcade was operated last year. Rabkin has abandoned his two Photomatic Studios of last year in favor of spotting Photomatics in strategic locations thruout the grounds. More than 25 Photomatics will be in operation. These machines will be operated under the International Mutoscope Reel Co. name. In addition, the firm will operate 100 or more penny weighing scales.

The Fairway Amusement Co., of which Maurice Piesen is a member, will again operate Skee Ball and Chime Ball alleys. Automatic Canteen Co. will return with approximately the same number (393) of peanut, gum and candy venders as it operated last year. American Locker Co. will have 50 banks of coin-operated lockers, but is increasing the number of lockers in each bank. In addition, the firm will operate a large checkroom. Nik-o-Lok will operate the coin-operated toilets again. Fair will not use coin-operated turnstiles in restrooms this year. Coin locks will be installed on toilets instead. About 30 per cent of toilets will be lock-ups. Dixie Vortex Co. has the concession for paper cup venders. The fair will operate its own towel venders and sanitary napkin venders.

Faber, Coe & Gregg again have the concession for sale of cigarets, cigars and other tobacco products on fair-controlled properties. Last year this firm operated approximately 75 cigaret vending machines in addition to its over-the-counter stands. Price of cigarets in fair-controlled buildings has been set at 18 cents with a 1-cent drop scheduled for July 1, when the 1-cent city tax is due to stop.

Non-Controlled Buildings

As restaurants having their own buildings or spotted in non-controlled fair properties have the privilege to sell tobacco, gum, candy, etc., either thru vending machines or over the counter, it is expected that several operators will have machines spotted in these places this year. Set-up from the operators' standpoint, however, is far from a healthy one, for the fair will deal only with the restaurant owner.

For instance, if an operator wants to spot a cigaret machine in a privately owned restaurant, he must have the restaurant owner first notify the World's Fair Revenue Control Board that he wants such a machine. This board must then approve the machine from a revenue control standpoint; that is, approve its slug rejecting mechanism, sales recording method, etc. After approval and installation the fair takes the keys for the machine and empties and seals the cash box daily. Receipts from machine are lumped in with the gross receipts of the restaurant from which the fair deducts its percentage. The treasury department returns the net to the restaurant owner, from whom the operator must then collect what's coming to him. Since the fair's share of restaurant receipts will average about 12 per cent this year, the operator must figure 2 cents per package on going to the fair.

There were about 15 automatic phonographs in operation at the fair last year. These functioned on a 25 per cent cut to the fair. This year the fair intends doing away with the percentage in favor of a flat fee basis. Here again the fair's dealings will be confined solely to the location owner, since he must pay this flat fee or the operator thru him. This procedure will naturally be better for music machine operators than that under which the cigaret ops will function since it will permit them to handle their own cash boxes. Service men will have to pay their own way into fair.

Last Year

An idea of what coin-operated machines can expect to gross at the fair this year can be gained from the total volume of business done by machines last season. Paid attendance during 1939 totaled about 26,000,000. Coin-operated machines grossed in excess of an estimated $400,000. Individual grosses available include:

Photomatic Studios	$47,942
Penny Arcade	40,449
Scales (100)	12,485
Skee Ball and Chime Ball	68,173
Gum-Nut-Candy Vending Machines (393)	96,742
Cigaret Venders	31,556
Coin-Operated Lockers	53,156
Coin-Operated Toilets	8,439

Grosses of machines operated on non-controlled fair sites as well as grosses of service machines operated by the fair itself are not available.

Effects

The effects of the fair-going crowds will not only be felt at the fair itself b[illegible] by operators of games, phonos and v[illegible] ing machines thruout the New York [illegible] where visitors will enjoy themselves. [illegible] a holiday spending mood, these visito[illegible] should help to keep lagging summer col[illegible] lections at a higher than usual peak. This same effect should be felt to a lesser degree by ops who have equipment spotted in roadside stands, hotels, depots and other travel centers where visitors will stop en route to and from the fair.

AL RODSTEIN, OF ARCO SALES CO., Philadelphia, being complimented by Martin Mitnick (left center, shaking hands), president of the Philadelphia Operators' Association, on the opening of his new distributing offices. Part of the crowd present at the grand opening can be seen in the background.

Fitzgibbons Names Up-State N. Y. Rep

NEW YORK, May 11.—Gene Callahan, who is reported to have been one of John A. Fitzgibbons' leading floor salesmen at the Bally Building, will now cover New York State for the firm as sales manager on Bally games, according to John A. Fitzgibbons.

"Gene has proved himself one of the best salesmen we have ever had at the Bally Building," declared Fitzgibbons. "He has also been one of the most understanding salesmen that the operators have ever spoken with. Due to his knowledge of Bally games and also his understanding of their problems we feel certain that he will prove of great benefit to the trade.

"Gene will travel the entire up-State New York territory and will tell the story of Bally games as he goes along. We hope that every one of the New York operators will be there to greet Gene, for we feel certain that they will find him one of the finest of the coin machine salesmen with whom they have ever done business."

Moss on Road For Atlas Novelty

CHICAGO, May 11.—Phil Moss, genial salesman who has been with the Atlas Novelty Co. for some time, is now on the road calling on Midwest operators as a representative for the firm, it is reported.

"Moss is endowed with all the knowledge and experience necessary to present to operators in an intelligent manner all the information and problems that are of interest to them," declared Eddie Ginsburg, Atlas official.

"My brother Morrie and I," said Eddie, "will appreciate the courtesies extended Moss by our customers on his trip thru the Midwest."

Restaurants Grow More Important

CHICAGO, May 11.—Attractive buttons saying that "Good Food Means Good Health" were being worn by pretty waitresses all over the country this week. The reason—National Restaurant Week promoted by the National Restaurant Association from May 6 to 12.

The annual week is designed to make people more "restaurant conscious." Many State organizations of restaurant owners joined in the promotional campaign.

Restaurants are assuming a greatly increased importance to the coin machine trade, said to be due to the growing tourist trade. The tourist must find a place to eat, and eat shops from the very smallest to the most elaborate are springing up to accommodate travelers. Fortunately, tourists also like amusement, music and merchandise services which can be supplied by coin-operated machines as they travel.

About 22 per cent of the tourist dollar is spent in restaurants and cafes, according to the statisticians.

WURLITZER'S TONE-TEST LABORATORIES check each individual instrument produced by the factory. This is the proving ground of all Wurlitzer music machines, where the machines are carefully checked for tone against rigid standards. Here, too, the machines get a thoro mechanical check-up. The results of the checking are twofold—to get mechanical excellence and authentic tone quality.

To Release New Chicago Coin Game

CHICAGO, May 11.—"The biggest event of the year in coin machine circles [illegible] going to take place next week," st[illegible] Sam Gensburg and Sam Wolberg, C[illegible] cago Coin Machine Mfg. Co. executi[illegible] "because that is when we are going [illegible] officially make available to opera[illegible] the country over a sensational mach[illegible] which we think will out-earn any they ever had.

"Thru our various distributors in eve[illegible] corner of the land we will introdu[illegible] this new game to operators. We call [illegible] Sporty and can only tell you that it will be a completely new machine. Operators can provide their locations' patrons with brand-new thrills, exciting new action, suspense that overshadows any ever before incorporated in a coin game.

"Its winning systems provide players with entirely different appeals than heretofore and it is built to fit the needs of every operator and every location. The fact that it is a Chicago Coin machine indicates that it is as nearly perfect mechanically as it is possible for a gam[illegible] to be. The Chicago Coin name[illegible] also an assurance that only the [illegible] materials have been used in it[illegible] struction."

FREE PLAYS

Big Six	$32.50	Supercharger	$32.50
Cowboy	15.00	Thriller	23.50
C. O. D.	40.00	Up & Up	10.00
Davy Jones	15.00	Vogue	20.00
Headliner	22.50	Golden Gate	25.00
Super Six	55.00	Dandy	30.00
Scoop	37.50		

NOVELTIES

Lot-o-Fun	$12.50	Vogue	$18.00
Pick 'Em	20.00	White Sails	27.50
Variety	12.50		

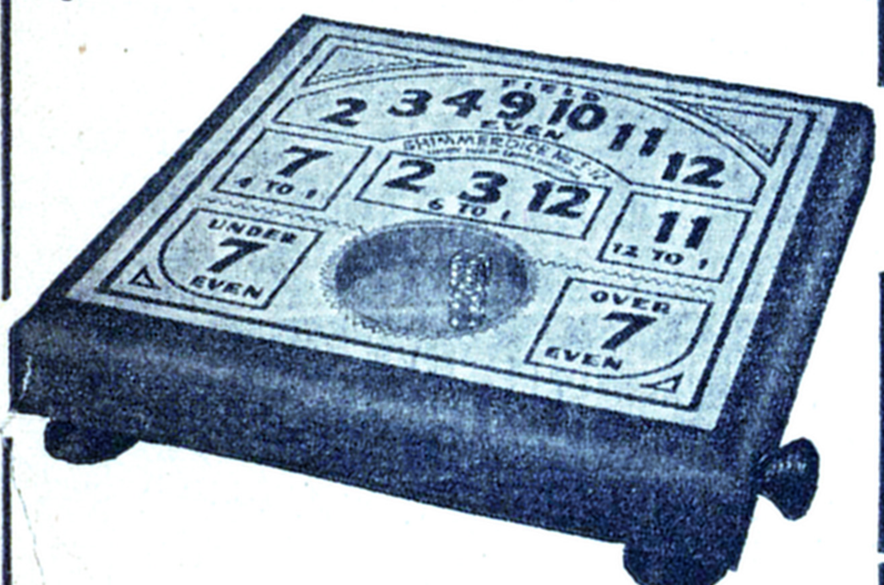
1/3 With Order, Balance C. O. D.

WANTED FOR CASH
or Will Trade Against Machines

Hockeys	Exhibit Rotaries
Ten Strikes	Skill Jump
Western Baseball	Chicken Sam

MIKE MUNVES CORP.
593 TENTH AVE., NEW YORK
Cable "MUNMACHINE"

WHY PAY
$17.50 to $37.50



When you can buy Shimmerdice for $7.50
The fastest counter game in America
Pay for themselves the first day and every day.
HAS EVERYTHING
Strongly made. Beautiful walnut finish. Glass top. Rubber mounted. Non-electric. No coin chute. Push-Pull operation.
Four great three-color interchangeable playing layouts with each machine.
Layouts may be changed to play for Cash, Cigarettes, Cigars, Bar Drinks or anything sold over the counter.
Takes in a net of $3.00 to $20.00 per day in just average places of business or pleasure.
If your business is sick—if you're on your last business legs—if you can use some extra cash—and still have $7.50 left—better send for Doc Shimmerdice today—now—sure.
Just say: Ship Shimmerdice $7.50. Same day shipment.
Cash with order, or 1/3 cash, balance C. O. D. Ten Days' Free Trial. It not more than satisfactory simply return and full refund will be made at once.
LIBERTY MFG. CO.
Dept. B, Council Bluffs, Iowa
DISTRIBUTORS—SALESMEN
If you have $79.35 to invest in stock, write for our amazing exclusive half state selling proposition.

Merry-Go-Round, New Exhibit Game

CHICAGO, May 11.—The demand for Shortstop continues unabated," report Exhibit Supply Co. execs. "Each day distributors wire or telephone us to keep in full production this great game, as they are only beginning to supply the ever - increasing market," says John Chrest, sales manager. "We have kept faith with these distributors, for Shortstop will be in full production for many weeks to come.

"The announcement of Merry-Go-Round has brought a tremendous rush of new business. Merry-Go-Round features a carnival atmosphere and the realistic miniature Merry-Go-Round on the playboard makes a big hit with the public.

"Orders for Merry-Go-Round and Shortstop are piling up rapidly, but everything that is humanly possible is being done to increase production facilities. Orders are being shipped in rotation received as promptly as possible. Never befor[illegible]story of the Exhibit Supply C[illegible] been swamped with [illegible]business."

[illegible]d, reports con- [illegible]

C. A. (JACK) CANIPE is the newly appointed branch manager at Memphis for the Electro-Ball Co., music machine distributor. Canipe has been in the music business in the Memphis section since 1936 and has been associated with the Electro-Ball Co. since 1933.

Recorder To Be Announced

CHICAGO, May 11.—A new voice recording machine is soon to be announced to the trade by Western Products, Inc., coin machine manufacturing firm here. Full-line production is being made ready as fast as possible and all plans are proceeding according to schedule, the firm reports.

A number of manufacturers have viewed the machine and have recorded their voices, and reports are that the announcement may take the unusual form of having a number of well-known manufacturers express their approval of the machine.

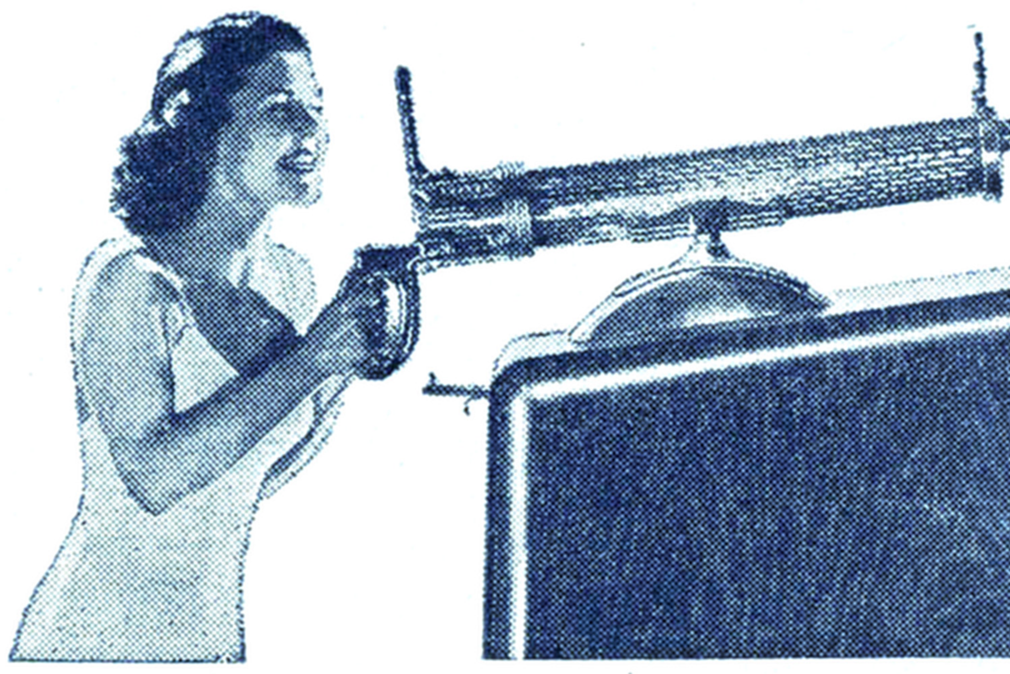
All comments on the voice recorder stress its simplicity. Manufacturers and operators alike say they expected a very complicated mechanism, but those who have viewed the new Western device agree that it has as simple a mechanism as it would be possible to conceive. The firm will stress simplicity in its announcements of the new product.

The makers say that the voice recorder will enable operators to capitalize on the most important trends in the industry and also on general business trends. The machine is a de luxe type and hence competition will be limited. Interest of the public in phonograph records and the sale of recording devices to the homes indicate that the public is ready to patronize automatic voice-recording machines in public locations, the makers state. Every new development in the recording field and the growing public interest in voice recordings will contribute to the earning power of the machine, it is said.

The makers say that the Western recorder is more nearly automatic than any machine ever placed on the market. It also has a unique feature in that the customer deposits 25 cents for the recording, then if desired another 5 cents may be deposited to obtain a mailing envelope.

The record blanks are also made by the Western firm and are said to be a special process, giving a record that will not burn or warp. Tone reproduction is said to be excellent.

WAKE UP DEAD TERRITORY—



with KEENEY'S
100% Legal, Thrilling Money Maker
ANTI-AIRCRAFT MACHINE GUN
BIGGER THAN EVER IN EVERY TERRITORY!
We are Exclusive Distributors in MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, MONTANA, IOWA and NORTHERN ILLINOIS.
Write for Credit Payment Plan for lots of five or more!
SILENT SALES CO.
SILENT SALES BLDG., 200-206 Eleventh Avenue, South, MINNEAPOLIS, MINN.

COME ON, COIN MACHINE OPERATORS!!
HERE ARE THE LATEST AND BEST MONEY MAKERS ON THE MARKET TODAY!!
MASCOT—What a pal!
CHARM—What a sweetheart!
GLAMOUR—What a knock-out!
OH, JOHNNY—Oh, how you'll love it. Oh, oh, oh!!!
CADILLAC—What a honey!!
BRIGHT SPOT
You'll hit the spot with any of these numbers in any location . . .
Immediate Delivery.
Seeburg's Ray-a-Lite Guns. Rabbits. First-class shape. $70.00 Each or 3 for $200.00.
We have plenty of good Used Free Play Games AT LOWEST PRICES!!
For More Information—Proof—Price—Write or Wire
FREEDMAN NOVELTY COMPANY 1027 SOUTH SALINA ST. SYRACUSE, NEW YORK

USED SLOT MACHINES—GOOD CONDITION

5 Mills Blue Frts., Lt. Cab., 10c Play	$25.00
1 Mills Cherry Frts., Lt. Cab., 5c Play	35.00
1 Mills Future Pay, Red Frt., Lt. Cab., 5c Play	35.00
2 Mills Gold Award, Indian Frt., 25c Play	25.00
1 Mills Bonus, 5c Play	25.00
2 Mills Peacock Front, 25c Play	25.00
2 Pace Comets, Blue Fronts, 25c Play	$25.00
1 Pace Comet, Blue Front, 1c Play	25.00
2 Jennings Chiefs Consoles, 5c Play	35.00
4 Jennings Chiefs, 5c Play	22.50
1 Jennings Chief, 10c Play	22.50
50 Assorted Models Jackpots From $10.00 Up. Send for List.	

SEND 1/3 DEPOSIT WITH ORDER.
A. L. KROPP, Tuscaloosa, Ala.

Mexico Looks to Chicle Production

MEXICO CITY, May 11.—A threat to dispossess three United States firms of more than 1,500,000 acres of timber and chicle properties has stirred once again the discussion over the future of American investments in Mexico.

The government's published plan to take over the properties, estimated to be worth several million dollars, was followed by a note from Secretary of State Hull suggesting to Mexico that the oil expropriation controversy, now more than two years old, be arbitrated.

The land involves some of the world's greatest chicle producing areas and thus affects the chewing gum market. Hardwoods also grow in the disputed acres in Campeche State. The decree threatening to make these national lands made no mention of Americans.

Florida Ops Like Editorial

ST. PETERSBURG, Fla., May 11.—E. E. Clark, secretary-treasurer of the Florida Music Operators' Association and editor of "Needle Point Notes," the association's monthly bulletin, comments in the April issue on an editorial from The Billboard:

Says he: "We like the next to the last paragraph in Mr. Hurd's editorial of the April 20 issue of The Billboard. It reads: 'There is no room for monopoly in the coin machine trade. Most of the efforts to establish widespread organization or syndicates have failed commercially. The nature of the business has always been such that the individual operator is the key man. The bulk of coin-operated machines are still bought by [illegible]ll independen[illegible]tor, as they have al[illegible]been."

National Publicity

FORT WORTH, Tex., May 11.—Tom Murray, Fort Worth publisher, reports that the June issue of *Nation's Business* will carry a four-page article on automatic phonographs written by him. Murray declares that the phonograph business will get some valuable national publicity from the artic[illegible].

Nation's Business is published [illegible] Washington and is reported to ha[illegible] circulation of about 185,000.

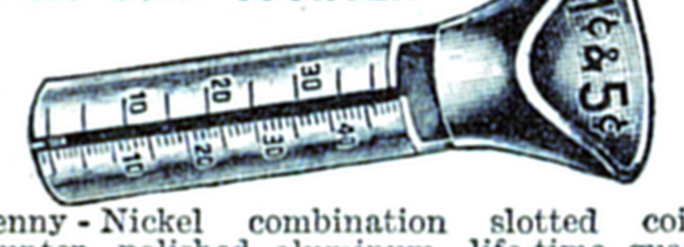
THE NEW ESQUIRE

THE LAST WORD IN VENDING PERFECTION

Truly a great vendor — it is universal—vends all types of bulk merchandise and vends them accurately — no additional parts necessary. Holds 1200 balls of gum or 5 to 6 lbs. of bulk merchandise.
Standard Finish ESQUIRE (single unit) Sample $6.95.
Porcelain Finish 50c extra.

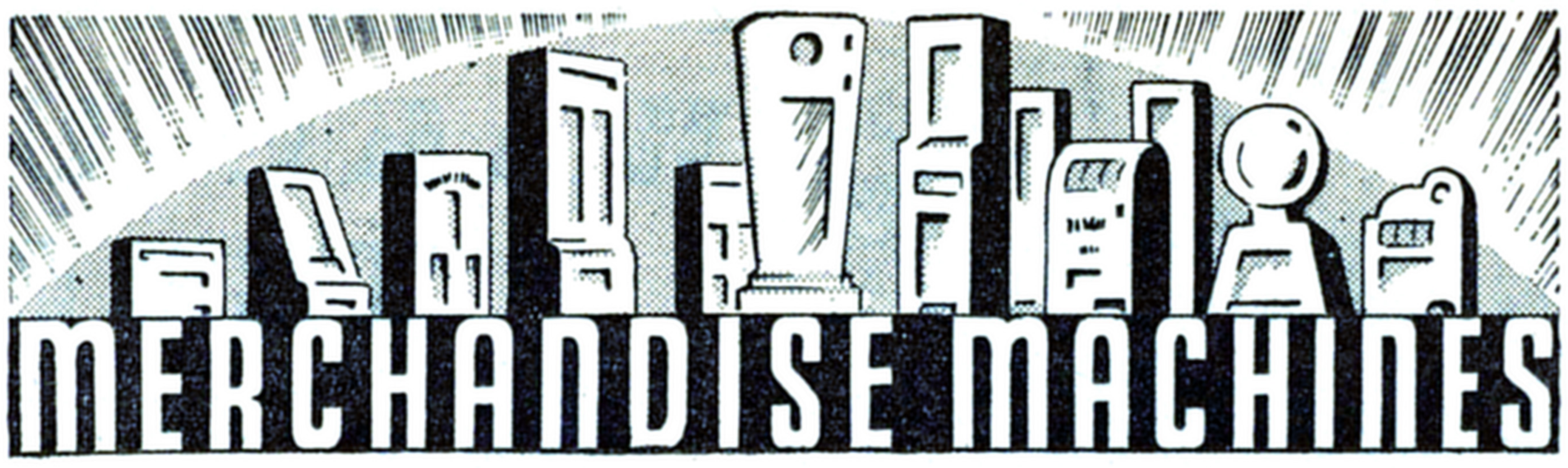
1/3 Cash With Order, Balance C. O. D.

OPERATORS, ORDER THIS COIN COUNTER



Penny - Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only $1.00 each prepaid cash with order. No C. O. D. Write for complete details on TOPPER, SPECIAL, Stands, Wall Brackets, etc.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO



Wisconsin Cig Ops To Meet, Discuss Industry Problems

MADISON, Wis., May 11.—Members of the Wisconsin Cigaret Operators' Association will gather May 19 at Stevens Point, Wis., to discuss matters pertaining to the cigaret merchandising business. Subjects listed for discussion by E. Z. Gregory, president of the association, are the cigaret location license, personal property taxes, slug problems, route operation, commission rates, by-laws and constitution and appointment of committees.

President Gregory will give a report of his meeting with Herbert Geiger, president of United Vendors of Milwaukee, and John Roach, chief of the Beverage Tax Division of Wisconsin. In his message to the members asking attendance at the meeting, Gregory pointed out that operators had a definite stake in legislative matters which would be discussed at the meeting.

"Be sure to come," urged Gregory. "You will enjoy this day away from home and your business. Remember this—that the only business the law-making officials are interested in and will help are those worthwhile enough for those owning and running them to show their collective interest in maintaining stable conditions in their own business."

Pan Bulk Vender Favorites in April

CHICAGO, May 11.—Each month Pan Confections, Chicago, reports the bulk candies which have been most popular during the preceding month. The "Big Ten" candies are taken direct from the firm's sales records and show which candies have been the most popular with vending machine operators from Coast to Coast.

During the month of April the following were most in demand: 1. Pee Wee Candy Boston Baked Beans, hard shell. 2. Candy Teeny Beans. 3. Candy Boston Baked Beans, hard shell. 4. Assorted Licorice Pastels, hard shell. 5. Coconut Cream Nibbles. 6. Fruit Dibs, hard shell. 7. Pee Wee Smooth Burnt Peanuts. 8. Smooth Burnt Peanuts. 9. Ruff Burnt Peanuts. 10. Radiant Mix, hard shell.

IN CONFERENCE AT ROCKEFELLER CENTER offices of the DuGrenier Sales Corp. are, left to right, Jimmy Martin, Midwest representative for the DuGrenier cigaret merchandiser, Champion; Lester L. Paul, New York State representative, and Walter H. Mann, president of the corporation. Both Martin and Paul report a heavy demand for the Champion.

Coming Events

Wisconsin Cigaret Operators' Association, Sunday, May 19, at Whiting Hotel, Stevens Point, Wis. Lunch at 11:30 a.m.; meeting at 1 p.m. Legislative discussion.

* * *

National Carbonated Beverage Week, May 12 to 18.

* * *

Second American Retail Federation Forum at the Hotel Stevens, Chicago, May 15-17, for discussions on problems affecting locations.

* * *

Eighth Annual Convention of the Retail Tobacco Dealers of America, New York, May 16 to 18.

* * *

National Governors' Conference, St. Paul, June 2 to 5.

* * *

Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.

* * *

Twenty-fourth Annual Convention of the Associated Retail Confectioners, New York, at the Pennsylvania Hotel, June 2 to 5.

* * *

National Confectioners' Association Convention, New York, June 2 to 5.

* * *

American Federation of Musicians' Convention, Indianapolis, June 10 to 15.

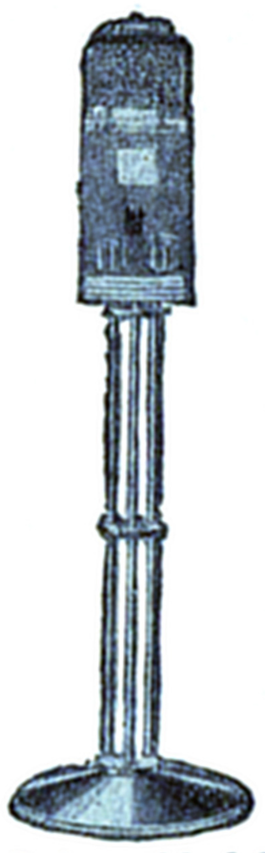
* * *

Radio Parts Manufacturers' National Trade Show, Chicago, June 11 to 14, at the Stevens and Blackstone hotels.

* * *

Convention of the National Association of Music Merchants (retail music stores), Chicago, July 30 to August 1.

GET MORE MONEY FROM YOUR ROUTE WITH Northwestern BULK VENDING EQUIPMENT

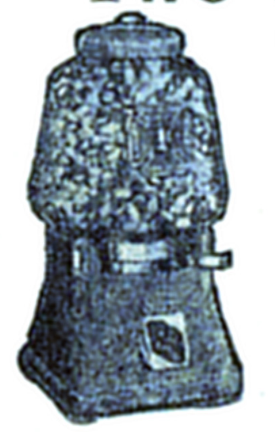


Deluxe Model

Just ask any operator—they all say—"The finer construction, the many extra features and far greater earning ability make Northwestern bulk venders the outstanding choice of experienced operators." If you want the most for your money in good, dependable and profitable venders, write today for details of the complete line of Northwestern money-makers.

THE NORTHWESTERN CORPORATION
505 E. Armstrong St., MORRIS, ILL.

TWO NEW VENDORS
BRING PROFITS DAY-NIGHT



No Selling
30c returns $4.50

Operate "King Jr." Vendors, $3.95. Vends breath pellets, ball gum, nuts, etc. Place in gas stations, taverns, etc. FREE instructions and catalog.

AUTOMATIC GAMES,
2425K Fullerton, Chicago, Ill.

AT LAST

A 5c Package Cigarette Machine. Beautiful, Attractive Machine Vends 5 Cigarettes for 5c.

Operators, Jobbers, Distributors, Write for Exclusive Territory.

AJAX COIN MACHINE EXCHANGE
441 Elizabeth Ave., NEWARK, N. J.

Dallas

DALLAS, May 11.—The return of springlike weather is increasing patronage for all types of amusement machines. Phonograph ops report that play is improving at drive-ins, taverns and outdoor spots. Beverage venders are now being placed in a large number of locations in preparation for the summer. For the first time in weeks phonograph distributors have been able to catch up with deliveries. The recent widespread rains over the Southwestern section have been credited with an all-round improvement in business.

* * *

Arthur Flake is all smiles over the information that he will receive his first shipment of Mills wall box and speaker equipment today. Flake reports several orders for the new Mills equipment have already been booked by his firm.

* * *

The outdoor season is reported to be bringing improvement to operations in the Ft. Worth trade area. Recent visitors to coinrow from the Panther City included Willard White, Buck Russell and Ralph Claybrook.

* * *

Clarence Clear, music operator of Brownwood, Tex., has purchased a supply of the new Mills wall boxes from distributor Arthur Flake.

* * *

Howard Dennard, of Mineola, who has extensive amusement machine operations in East Texas, was a visitor to the Dallas coin machine market this week.

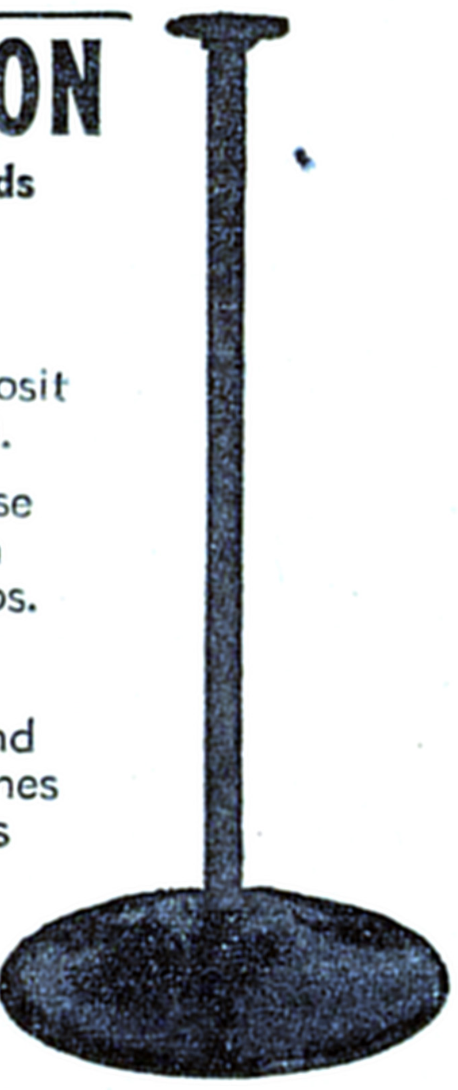
* * *

Bill Webb, Oklahoma music and coin man, gave Arthur Flake Distributing Co. an order for six new Mills phonographs, which he will add to his extensive operations in Durant, Okla.

* * *

A. C. Hughes, man... the phonograph division of Ele... o., Inc., announced this week ... new Memphis br... Electro-Balli...

CAST IRON
Pedestal Stands
$1.50
One-Third Deposit
Bal. C. O. D.
15¼ in. Base
33 in. High
Weight 24 lbs.
Black Base
Red Stem
Also New and Rebuilt Machines of All Kinds

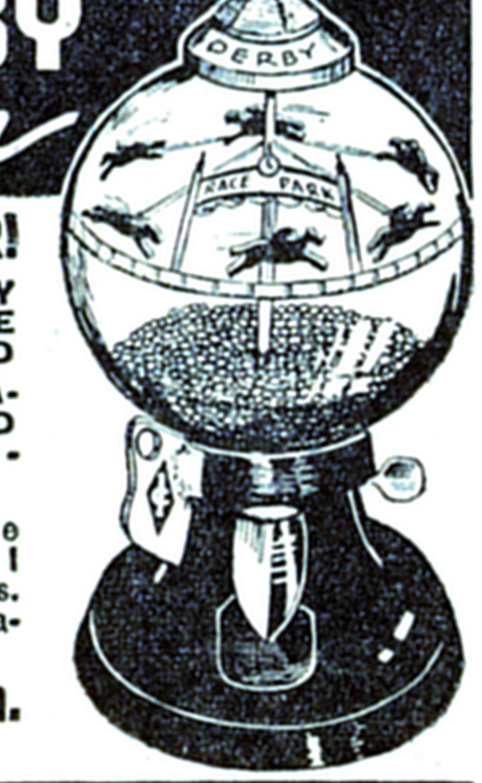


KING & CO.
2700 W. Lake St.,
CHICAGO

SILVER KING
$5.50 Each in lots of 10
SPECIAL ALMONDS 800 COUNT ONLY 37½c lb.
TORR 2047A-SO. 68 PHILA.

FAST MONEY!
Promotion type salesman can make a fortune with our new nickel-operated GOLF GAME. Liberal sales commission. Write fully.
P. O. BOX 285-B, Minneapolis, Minn.

NEW! DERBY Vendor



FAST MONEY MAKER!
HORSES ACTUALLY RACE EVERY TIME PENNY IS INSERTED
A LEGAL COMBINATION VENDOR AND AMUSEMENT MACHINE
2 MODELS Available in Ball Gum or Peanut Models. Capacity, 5 Lbs. Peanuts or 700 Balls.
Immediate Delivery! 12.50 ea.
[...]BBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

SELECT-A-PAK

A REVOLUTIONARY NEW, SENSATIONALLY BETTER CIGARETTE MACHINE AT A LOWER PRICE!

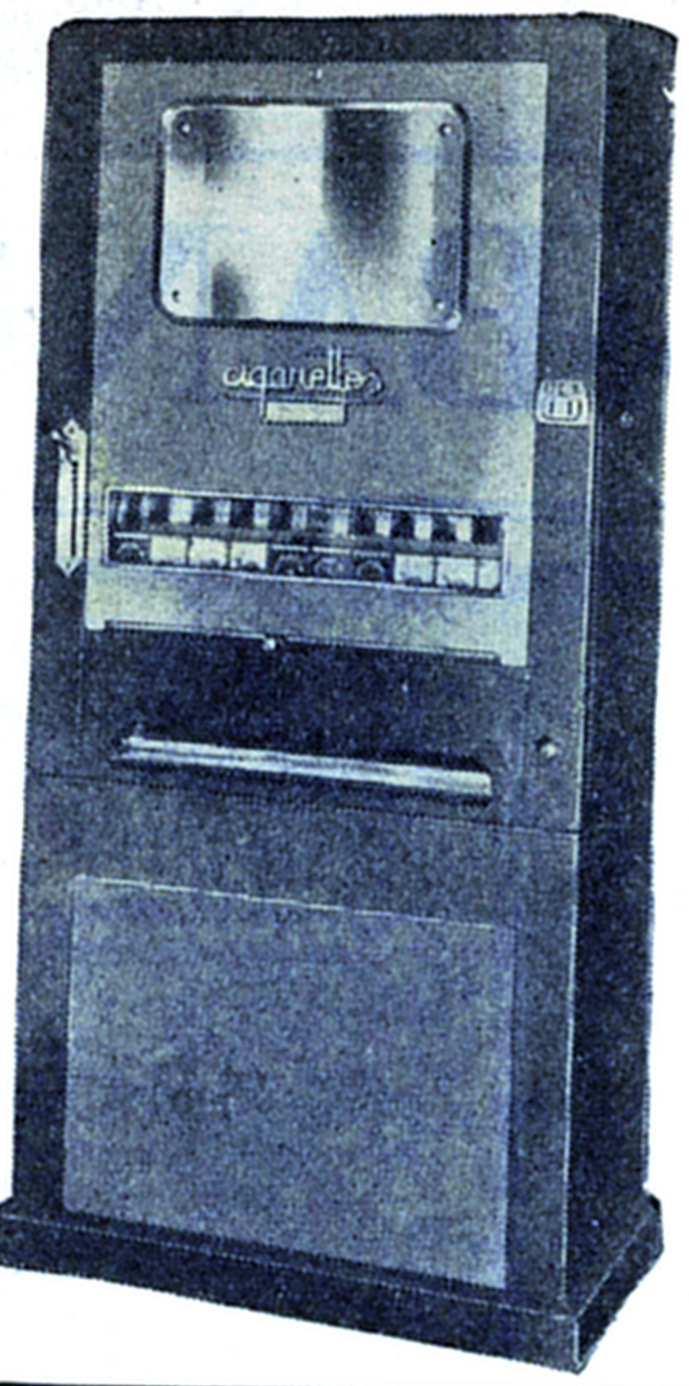
SELECT-A-PAK "CHALLENGER"

The SELECT-A-PAK "CHALLENGER" as shown features a two-unit cabinet of wear-resistant, sturdier 20-gauge metal with Crackle finish in choice of two-tone brown, tan or two-tone grey. Featuring 10 columns (30 packs to a column) for a capacity of 300 packs. Standard equipment includes "giant-size" column for Pall Malls and Free Match Vendor. Operates on 3 Nickels or Nickel and Dime. Fool-proof! Slug-proof! Cheat-proof! Will positively NOT accept coins when empty. New, simplified method for selecting cigarettes has won public praise. The most simple, most rugged, most amazingly better mechanism in all cigarette machine history contains less than half the parts of other machines using only 3 springs and all bronze castings that will last for a lifetime. This is the machine YOU DEMANDED! This is the PRICE YOU CAN AFFORD! RUSH YOUR ORDER TODAY —Get AHEAD with "CHALLENGER"!!

$79.50 F. O. B. Cleveland

SELECT-A-PAK SALES CORP.

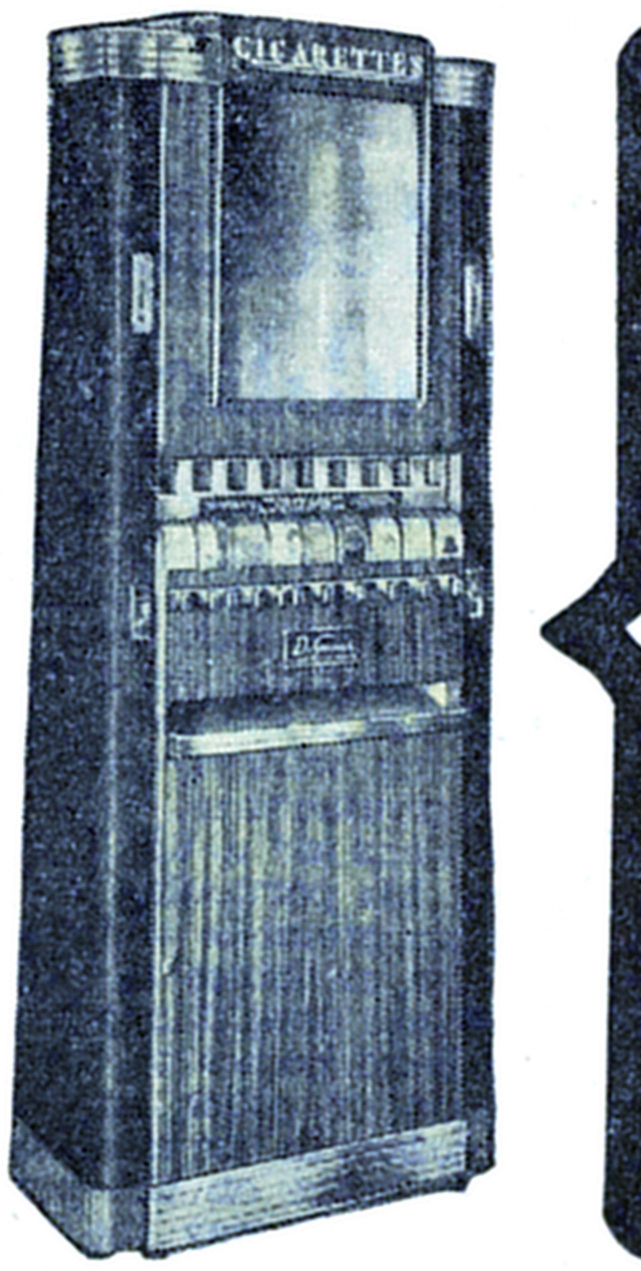
2021 PROSPECT AVE., CLEVELAND, O.



DuGrenier's

CHAMPION

"AMERICA'S FINEST CIGARETTE MACHINE"



THE POPULARITY OF THIS REMARKABLE MACHINE IS SWEEPING THE NATION. OPERATORS REPORT ITS PERFORMANCE PERFECT — ITS EARNING POWER TREMENDOUS.

NOTE: *The Champion is the only cigarette machine which will, if so desired by the operator, properly display and sell 5c Chewing Gum and 5c Charms fruit flavored candies.*

Write, Wire or Phone TODAY For Complete Details of the DuGrenier EASY TIME PAYMENT PLAN!!

DuGRENIER SALES CORP., 630 FIFTH AV., NEW YORK

680 Union street and will be in charge of C. A. (Jack) Canipe.

The Electro-Ball Memphis branch is a re-entry of the firm into the Tennessee territory as factory distributor for the J. P. Seeburg Corp.

In announcing the opening of the Memphis office Hughes said that Electro-Ball Co. will hold an open house celebration May 14, when the firm will be host to operators and music men from the States of Arkansas, Mississippi and Tennessee. An all-day showing of merchandise and an entertainment program will be held at the company's Memphis headquarters and a dinner dance will be given at the Sky Way Room of the Hotel Peabody in the evening.

Wanted: More and Bigger Mints!

By JAMES MANGAN

Here is a bulletin from the United Press, which recently ran in a large number of papers thruout the United States:

SLOT DEVICES KEEP U. S. MINTS OPEN DAY AND NIGHT

San Francisco, April 22 (UP).—Slot machines, pinball machines and juke boxes have created such a demand for small change that three mints are open 16 to 24 hours a day, Mrs. Nellie Tayloe Ross, director of the United States mint, said today.

Coin orders for the past fiscal year have been the largest in this nation's history, she said. To fill them, Denver and Philadelphia mints have been in operation 24 hours a day.

The San Francisco mint, which was on a 16-hour-a-day schedule for the last four months of 1939, will resume double-shift operations shortly.

* * *

The coin machine industry is admittedly big enough and important enough to keep the United States mints running day and night! It's a business that affects the lives of 130,000,000 people, bringing work and income to millions of individuals and small business men, keeping business alive everywhere and so stimulating the circulation of money that the national government has to exert itself to keep pace with its speed and its action.

The newspapers ran the item, probably classifying it as "human interest," but in the next column, or the next day's or next week's issue the same newspaper that happily published this item will without foundation or provocation of any kind gladly "compensate" for this gentle boost by publishing a bitter, excited, prejudiced and irrational attack on coin machines in general. The same newspaper will, without a moment's thought, stamp the business as "racketeering" or "unlawful" or give it some other obnoxious condemnation which, were it not for the universal and unquenchable popularity of the machines, would prove to be a real body blow.

At the same time national advertisers thru the radio will delight in publishing unimaginative and uninspired attacks on coin machines, and movies—another national amusement industry—will appear linking coin machines with the under world and making it seem that no respectable American should as much as put a coin in any slot or have anything to do with such forbidden paraphernalia!

Meanwhile the stores and public locations, in which these much condemned coin machines are running, will continue to derive helpful income from the equipment, allowing the stores to stay in business, stock and sell nationally advertised products whose advertising allows the radio and newspapers also to stay in business! And the movie theaters will gladly receive the small coins of millions of people who derive their income in whole or in part from the coin machine industry, entering their theaters only to be insulted with this anti-machine propaganda.

And for what?

What's wrong with coin machines?

They give work to people. Millions of people. They keep stores open and draw customers to stores. They circulate money so fast the mints have to work nights. Isn't the continued and extended circulation of money the only cure for the depression? Then why should popular and public-serving institutions like newspapers, radio and movies take a slam at coin machines every time they can for no good and no good reason?

People like coin machines just as much as they like newspapers, movies and radio. Why not let people have a little fun now and then in a way that can do them no moral or physical harm?

Why not a little more straight thinking all around—by business man, by press, by politician, by everybody—and give the type of business activity that is truly expressive of these times a chance to drive away the depression by circulating even more pennies, nickels and dimes? A breathing spell for coin machines will not only keep the mints going day and night but will even force the government to build new mints to take care of the increased demand for the small coins that make big business!

Philippine Coinman Seeks Information

CHICAGO, May 11.—James A. Gilmore, secretary-manager of Coin Machine Industries, Inc. (CMI), reports the receipt of a letter from a man in the Philippine Islands who wishes to get into the coin machine business. The letter received by CMI follows:

"We would appreciate very much if you would connect us with the manufacturers of coin machines. We are interested in introducing these machines in the Philippine Islands and would like to receive catalogs and information concerning this business.

"We have contacted many local manufacturing concerns who are interested in these machines and should it be possible to place them on the market it may result in considerable business.

"For your information, we are interested in the machines selling the following products: beverages, toilet articles, dry goods, cigars, cigarets, chewing gum, etc. We would also appreciate any suggestions that you may give us in connection with this business."

The letter was signed by H. Rapoport, whose appress is P. O. Box 2715, Manila, P. I.

Herman Offers Propaganda Labels

CHICAGO, May 11.—H. M. Herman, of Chicago, is offering to operators of coin machines a printed sticker which he believes should be attached to every machine. The sticker has the caption, "Patronize Coin - Operated Machines," and goes on to tell how labor and business are benefited by coin machines.

Herman has copyrighted the text of his label and is offering his sticker to all operators with the catchwords: "Confucius say smart operator protect machines with propaganda."

Cadillac Still Leading, Say Ops

CHICAGO, May 11.—Despite its long production run, which is said to have already established new highs in earnings and sales, Genco's Cadillac is still reported by ops from Coast to Coast to be leading the field.

"One prominent operator reports that Cadillac seems to have that indefinable something that players flock to in a game," said Genco spokesmen. "For that reason he has not hesitated to flood his route with Cadillacs, arguing that Cadillac stays far longer on one location and makes more money."

Meyer Gensburg, Genco official, said: "There doesn't seem to be a sign of a let-up in the demand for Cadillac. Our production schedule is still going full blast in order to keep up with orders. In view of the fact that the game has already been established as a real hit, I predict that orders will continue to roll in."

With his Eastern territory as a barometer, Bert Lane, of Seaboard Sales, New York, direct factory agent for Genco, claims that Cadillac is setting a new mark to shoot at. Says Bert: "It's the old story. No matter what business conditions are supposed to be, good or bad, give operators a really hot game and collections go skyrocketing."

Detroit Paper Has New Owners . . .

DETROIT, May 11.—The Detroit Free Press, 109 years old May 5, passed this week to its new owners, headed by John S. Knight. Knight is an Akron, O., publisher, and purchased The Miami Herald in 1937. He has established an unusual record in the publishing field.

The Detroit Free Press recently published one of the most favorable editorials on pinball games ever to appear in a newspaper. (See The Billboard, March 16, 1940).

Publisher Knight took over The Miami Herald shortly after it had followed the lead of an Annenberg newspaper in the Florida anti-slot machine crusade.

Knight promises to make the Detroit paper independent in politics, "and to be tolerant, just, friendly and fair." His record indicates the objective will be kept. He may be expected to oppose all racketeering but would be tolerant of any new industry.

Reiwitz Visits Chicago Factories

CHICAGO, May 11.—Wolf Reiwitz, head of the Wolf Sales Co., San Francisco, arrived in Chicago by plane last Saturday. Wolf makes a practice of getting to Chicago several times during the year to get advance information on the latest equipment and place his contracts for future deliveries.

One of the reasons for Wolf's success as a distributor, it is said, is the fact that he is on his toes, keeping in touch with what is new on the market so that he can offer his trade the best that money can buy.

MUSIC MERCHANDISING

MUSIC MACHINE--BAND TIE-UP

Phonograph Mfr. and Booking Office Arrange Band Publicity

Believe co-operation will result in bigger grosses for music merchants

NEW YORK, May 11.—One of the most unusual promotional programs that has the music machine binding the tie between the dance band leader and his recorded music still further has been worked out by an automatic phonograph manufacturer in the interests of its automatic phonographs, and Music Corp. of America, in the interests of the several hundred bands managed by the company's seven branch offices from Coast to Coast.

The plan, as it will evolve, will have music machines exploiting the particular engagement of every MCA band making records, the tie-up covering bands playing radio, theaters, hotels, night clubs, fairs, parks and even the single night engagements in ballrooms and auditoriums. Since MCA bands record on every label, the recording companies will share in the promotion alike.

Machines on location will carry a special display stand. The band agency will supply the appropriate display cards for each stand in much the same manner as window cards are sent out to ballroom operators for each band engaged to play a dance. The machine display will not only call attention to the engagement of the particular orchestra but also call attention to the recordings of the particular band in the machine.

For instance, if Kay Kyser is engaged to play a dance at the Valencia Ballroom, York, Pa., appropriate display cards heralding the dance and his records will be placed in the stands on machines in the York territory. The same procedure follows for any other type of engagement. The publicity and cards that accompany all band bookings now will henceforth include the necessary material for exploitation thru music machines.

Such material will be sent by the machine manufacturers to its distributors, who in turn will service the operators. And since there are branch offices of MCA in all parts of the country the plan will be used on a nation-wide scale. It will mark the first time that the music machine becomes part of a band promotion on such a wide scale. Heretofore, other band offices and band leaders themselves have attempted such promotions directly with operators on a hit and miss basis, but this is the first time for such a plan being worked directly thru the machine manufacturer.

Apart from its obvious aid to the band leader in exploiting his particular local engagement, the plan promises to bring added revenue to the machines as well. Too often operators are caught napping when a big name band comes to town and for some reason or other do not get the band's recordings in the machine in time to fully capitalize on the personal appearance. In this way the arrival of display cards will be a constant reminder to the operator. Furthermore, the temporal element is consolidated, the attention to the band's recordings directed at the same time that the band buyer is opening his campaign on the band's coming engagement.

BABE KAUFMAN VISITS WURLITZER PLANT and is welcomed by Ernie Petering (left), Wurlitzer assistant general sales manager, and John Schwartz, assistant sales manager. Babe Kaufman's phonograph operations in New York City are the envy of many a male music merchant and Babe Kaufman herself declares: "Any music merchant who can't make money with Wurlitzers and especially with those beautiful counter models had better get out of the business." Concluding, she declared: "My operations prove it—Wurlitzer's the winner."

Phono Changeovers, Imp Keep G&G Busy

CHICAGO, May 11.—According to Max Glass, Gerber & Glass official, sales of his company's offerings continued the fast upward trend during this week.

"Sales of our profit-building equipment soared to even higher points during the past week. Leading in sales was the phonograph changeover equipment—the equipment that has enabled operators to earn more money and lengthen the life of their old phonographs.

"Another sales leader has been the sensational counter game with console earnings, Imp. Here is a machine that operators say has done more to open new locations and build greater revenue on old ones than any other machine available. Aside from the value at which we are offering Imp to coinmen, another big reason for large sales is the liberal offer on which we are selling it."

Records Dictate Collegians' Taste

PHILADELPHIA, May 11.—Once again the influence of recordings on musical tastes becomes apparent and in this instance it's the music machine that undoubtedly played the largest role. Since Glenn Miller was engaged to play the Temple University Senior Ball, the *Temple University News*, campus newspaper, conducted a poll among the students as to the musical selections they would most desire to have Miller play at the prom.

The most desired song selections included *In the Mood, Tuxedo Junction, Little Brown Jug, Pavanne* and *Sunrise serenade*, all Glenn Miller hit recordings.

Ops' Demands Up Miraben Sales

CHICAGO, May 11.—"There is a story in back of the recent moving into our new factory," declares Ben Lutske, head of the Miraben Co., phonograph remodeler and manufacturer of phonograph modernization parts. "We now have over 10,000 square feet of space devoted to our business of making phonographs more profitable.

"The story behind the scenes concerns the operators who demand quality workmanship. They have heavy investments in phonographs and when they decide to modernize them they want the best that money can buy.

"We have learned that the average music operator writes us with a great deal of skepticism the first time. We sometimes have to correspond for a while before he will take a chance. Then he decides on one sample set of parts and usually for some phonograph he feels doesn't mean much to him. Well, after he puts on the parts, following our simple instructions, he comes back with tremendous enthusiasm and wants to change over everyone of his machines."

Topeka Op's Music Machines Help Select Bands for Ballroom

TOPEKA, Kan., May 11.—Judging by the manner in which the leading dance hall here is drawing the crowds, ballroom managers better enter the music machine business if they want to insure the success of their dance halls. The explanation of this riddle is the unfolding of the success story of Vernon C. Sperry, who in addition to operating the leading ballroom here, also owns and operates 168 music machines in Topeka's urban area.

Sperry finds his music machine business of inestimable help in the conducting of his ballroom business. By keeping a close check on the respective popularity of bands in his machines, he is able to calculate how powerful a box-office attraction these bands would be in his ballroom. These figures enable him to arrive at how much he can spend for these bands and for advertising and exploiting them. In other words, he buys his ballroom attractions on the strength of their automatic phonograph popularity.

Most ballroom managers play up the previous engagements of the orchestras they have engaged in their advertising. They try to sell the band to their patrons on the strength of its having played other outstanding hotel and night club spots. Sperry knowing the music machine popularity of the orchestras he's engaged plays up the hit records they've made as much as anything else. He believes the public cares little about the places the orchestra has played previously, but it does like to recall the orchestra's records they've played in automatic phonographs. Sperry feels that Bonnie Baker's *Oh, Johnny* and many others like it were heard by many more people thru the music machine than thru radios.

Sperry is such an ardent believer in the influence of automatic music machines on the popularity of bands and songs because he believes the difference between music machines and radio as a method of estimating the box-office power of a band is the difference in value of advertising in newspapers of paid circulation and throwaways. True value of a band, he reasons, lies in how many people will dig into their pocket for nickels to pay for hearing their favorites rather than the radio listener who twists the dial to get free music while reading himself to sleep.

Sperry maintains that his music machines enable him to keep his finger on the pulse of the orchestra world. By knowing thru his machines what orchestras Topeka dancers want to hear, he is able to grab the current favorites when he can and avoid those who would flop. As a result he is able to avoid many of the pitfalls that beset other ballroom managers who have to rely solely on "hunch" or radio.

Location Trouble? No Suh! Not Heah

PALM BEACH, Fla., May 11.—A new way to allay objections to automatic phonographs has been discovered by a location owner in Florida. The method is unique, but it is not generally recommended.

It seems there was a Negro location and a Negro church in West Palm Beach's colored section, separated from each other only by a few vacant lots. The good brethren of the church objected to the "place" and succeeded in arousing the location owner.

Seems, too, that there was something about taxes which had been imposed on the church property before the church was built. When the church was built the land became exempt from taxation and everybody had forgotten about the old taxes—everyone except the location owner.

He had the taxes put up for auction under the Murphy Act and then bought them in by running the bidding up to $80. Now the location owner not only owns the place, but also owns the church.

The good brethren are not fussing any more.—*Needle Point Notes.*

Pfanstiehl Phono Needle Commended

DETROIT, May 11.—Harry Graham, of Wolverine Music and Specialty Co., Detroit, has reported exceptionally fine business on the 4,000-play Pfanstiehl needle.

"While we've only been distributing the Pfanstiehl needle for a little over two months we've already sold most of the operators in our territory," said Graham.

"It has been our policy to keep in close contact with our customers to make certain that they are completely satisfied with their purchases. We want them to know that our interest is not just in selling them a bill of goods but rather in helping them realize a bigger return from their operations.

"Thus, for the last few weeks we have been checking with a number of operators using Pfanstiehl needles to find out just how it had been performing for them. In every case the operator has been exceptionally enthusiastic. A number of them expressed their pleasure with the improvement of the tone due to the round point of the needle. Others have expressed their appreciation of the saving of time that the needle affords on service calls, owing to the fact that the needle must never be turned. And in not a single case have we heard of the point breaking off the needle."

's Lucky MASCOT
IZE CONTEST

$300.00 in Cash Prizes!
(FIRST PRIZE ONE HUNDRED DOLLARS)

See Your Distributor for Entry Blank or Write
BALLY LUCKY MASCOT CONTEST
2640 BELMONT AVENUE CHICAGO, ILLINOIS

Hurry! Contest Closes May 31!

Sound-on-Film Devices Shown

NEW YORK, May 11.—Two automatic sound-on-film devices were unveiled here this week. Officials of Phonovision Corp. held a preview for the press at the Sherry Netherland Hotel Thursday, and on the same day announcements were sent out by Movietrola Corp. of America that its machine was on display in the firm's headquarters in the Strand Theater Building.

Three machines were on display at the Phonovision showing. Machines showed a variety of short subjects, including commercial and entertainment films in technicolor, cartoon and black and white techniques. Phonovision mechanism is housed in a streamlined cabinet six feet high by three feet wide in which a 16mm. rear projection motion picture machine reproduces sound on film on a 21 by 28-inch screen. Cabinet is built to hold 10 subjects, running approximately three minutes each or three 10-minute subjects. Reels are self-winding. Models shown were not selective. Sam Sax, official of the firm, stated, however, that Phonovision holds three patents on selectors which it will install when the need arises. Machines performed perfectly thruout demonstration period and screen afforded excellent visibility, even in a partially sunlighted room. Sound reproduction was of good quality.

Phonovision machines of both a coin-operated and a non-coin operated type are scheduled for production, it was stated. Those without the coin slot will be used for commercial and educational purposes. Firm also plans a unit for the home. Sam Sax and Frank Orsatti, officials of the firm, also stated that Phonovision will produce its own films for machines and promises 520 for the coming year.

Feature of the Movietrola machine, according to Emil Hollander and Phil Shaftel, executives of the firm, is its selectivity. Hand model on display was equipped with six shorts, each of which could be selected independently. Firm expects to have its first production model in the works within three weeks, Hollander stated.

"Machine houses a single projector and a single photo-electric cell and exciter lamp that furnishes the sound. Individual self-rewinding film mounts—each containing a three-minute subject—are attached to a perpendicular drum which rotates like a Ferris Wheel to bring the selected film into place in front of the projector and photo electric cell," Hollander explained. While machine displayed contained only six film mounts, this number could be increased to 12 and a still larger wheel could accommodate as many as 20, it was stated. "Drum revolves on deposit of a coin until protruding pin (corresponding to number selected) slides into a receptacle directly below the projector, thus securing the drum," Hollander stated. "Moment pin is engaged the driving power is switched from the drum to the mechanism which drives the film. Each film feeds from the inside of the reel to the projector and is rewound at the same time on the outside of the reel so that film is ready for use at all times." Films are shown on a 24 by 36-inch screen via rear projection method.

HEADS or TAIL

Player actua[lly] matches HEADS [or] TAILS of his [own] coin! Center r[eel] shows Odds! Coin a[p]pears in front windo[w] just as player insert[s] it! PROVEN A TREMENDOUS MONEY-MAKER ON LOCATION! RUSH YOUR ORDER QUICK!
19.75 ⅓ Deposit, Balance C. O. D.

EX-RAY
TOKEN PAYOUT
Ball Gum Dispenser, interchangeable to non-payout if desired. Perfect for any territory. 1c or 5c. Cigarette or Beer Strips. Extra large ball gum display. A WINNER.
⅓ Dep., Balance C. O. D. 34.50

Jiffy
Penny cigarette game as only AJAX recommends! Modern design. Small in size. New mechanism. Extra large gum display. Instantly convertible to 1, 5, 10 or 25c play.
19.75 ⅓ Deposit, Balance C. O. D.

Write For Quantity Prices
M. Y. Blum V. Christopher
J. A. Passanante
AJAX NOVELTY CO.
2707 Woodward at Sproat, Detroit, Mich.

THE BILLBOARD GIVES YOU THE ONLY
WEEKLY
COIN MACHINE NEWS
READ THE BILLBOARD EVERY WEEK

OPERATORS! This is one of our 36 new "up to the minute" Symbol boards just released. Write for latest circulars and special offer for operators only.
SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

ART NYBERG OFFERS THE BEST FREE PLAYS!

Gold Cup	$72.50	Golden Gate	$32.50	Midway	$14.50
Triumph	67.50	Rebound	27.50		
Congo	67.50	Headliner	27.50		
1-2-3	67.50	Conquest	22.50		
Home Run	67.50	Up & Up	22.50		
Roxy	57.50	Chevron	19.50		
Lancer	54.50	Snooks	19.50		
Commodore	54.50	Majors	19.50		
O'Boy	52.50	Contact	16.50		
Mr. Chips	44.50	Box Score	16.50		
Lucky	39.50				
Big Six	35.00				

SPECIALS
Bally Alley $55.00
TEN STRIKES, 1939 Model, Converted to 150 Dial, Like New .. 165.00
AND MANY, MANY OTHERS —WRITE FOR COMPLETE PRICE LIST!!

1/3 Deposit With All Orders, Balance C. O. D., F. O. B. Baltimore.
The Calvert Novelty Co., 708 N. Howard St., Baltimore, Md.

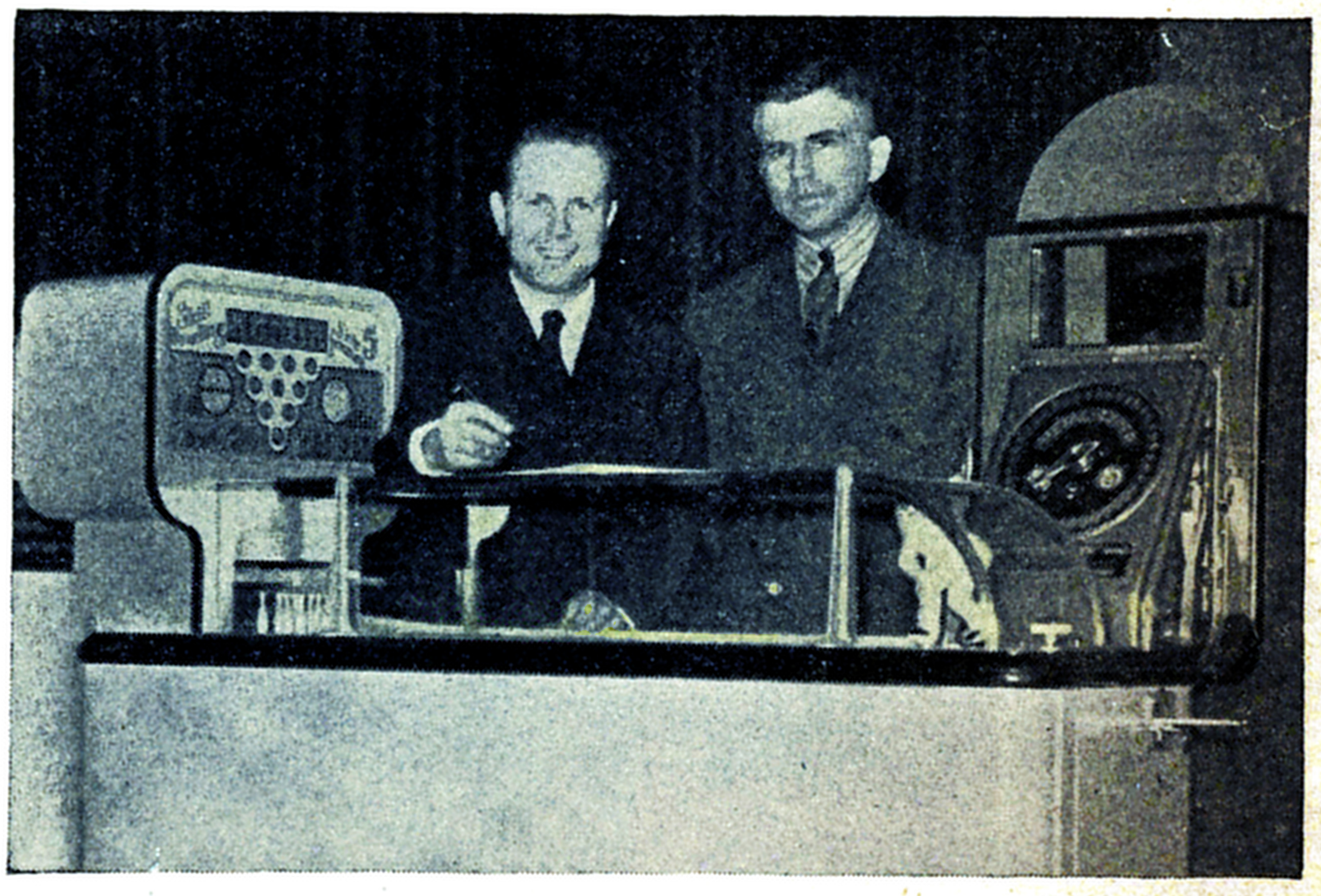
QUEENS SALES COMPANY
NOW DELIVERING
Chicago Coin's SPORTY
Keeney's SCORE CHAMP

Queens and Long Island Operators!! Visit Us Today! We Give You 24-Hour Service. Just Phone: HAvemeyer 4-4544.

SPECIAL!!
10 Chicken Sams ... $75.00
7 Ten Strikes, 1939 Models ... 145.00
10 Bally Alley, 1939 Models ... 75.00
Bally Triumphs — Write for Price!

73-06 WOODSIDE AVE., ELMHURST, L. I., NEW YORK CITY

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



OPERATOR MILTON PRITTS, OF DENVER (left), signs a large order for Rock-Ola's Ten Pins, bowling game, as Gibson Bradshaw, of the Denver Distributing Co., looks on. Denver Distributing Co. is also distributor for Rock-Ola phonographs and other Rock-Ola equipment.

[...]ME PAYMENT TO ANY RESPONSIBLE OPERATORS

ON

Wurlitzer 616, 500, 600; Rock-Ola Monarch and Standard; Seeburg Gems, Royale; Mills.

Write—Giving number of Machines you operate, credit reference to

BOX 116, The Billboard, Chicago

SPECIALS

The machines listed below are slightly used and offered subject to prior sale. Prices are effective May 18th, 1940.

	5-BALL FREE PLAY	
1	Jumper	$42.50
1	Nippy	35.00
1	Flagship	55.00
4	Super Six	65.00
1	Dandy	42.50
1	Vogue	42.50
3	Gold Cup, Table Model	89.50
1	Big Show	62.50
1	Bally Triumph	85.00
2	Cowboy	25.00
2	Chevron	19.50
1	Thriller	25.00
2	Gold Cup Console	99.50
	MISCELLANEOUS	
1	Bally Alley	$ 75.00
1	Exhibit Bowling Alley	89.00
2	Evans Ten Strike, 1939 Model	125.00
1	Groetchen Metal Typer	100.00
	CONSOLE AND AUTOMATIC PAY	
1	Mills Five In One	$100.00
1	Bally Royal Flush	110.00
2	Mills 1-2-3, Late Model	42.50
	CONSOLE AND AUTOMATIC PAY	
1	Bally Klondike	$17.50
1	Bally Thistledown	52.50
1	Track Time	79.50
1	Saratoga Sr.	87.50
1	Kentucky Skill Time	50.00
	COUNTER GAMES	
1	Columbia Bell	$25.00
1	Columbia Bell, Rear Door Payout, GA	47.50
1	Model F Target	10.00
2	Reel "21" Machines	4.00
2	Penny Smoke	5.00
	PHONOGRAPH EQUIPMENT	
50	Buckley Wall Boxes, Slugproof	$15.00
5	Buckley 412 Adaptors	25.00
5	Buckley P12 Adaptors	20.00
6	Buckley Steel Cabinets for 412 and P12 Adaptor Accessories	17.50

All orders must be accompanied by 1/3 certified deposit. Write us for your requirements for any new coin-operated machine that has been released by the respective manufacturer, as our prices are right. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., INC.

00 BROAD ST., RICHMOND, VA.

Day Phone 3-4511 - Night Phone 5-5328.

Houston

HOUSTON, May 11.—R. S. Bleekman, [W]urlitzer district manager, has moved [h]is office from Dallas to Houston. A [d]esire to establish closer contact with [t]he South Texas operators was one reason Bleekman gave for making the [c]hange. He also stated that more [W]urlitzer phonographs were sold in [T]exas during the first four months of [1]940 than were sold during the entire [y]ear 1939.

* * *

J. W. Williams, former prominent [H]ouston operator, has disposed of his [e]quipment and taken a traveling posi[t]ion with Stelle & Horton. He was [a]ssigned to Louisiana territory, working [o]ut of New Orleans.

* * *

Rock-Ola Dial-a-Phone wall boxes, [s]hown to South Texas operators early [i]n April by Stelle & Horton, were well [r]eceived.

* * *

Early in May the Houston office of [C]ommercial Music Co., Texas music [m]achine distributor, displayed several [u]nits of remote-control equipment. The [s]howing included various types of bar [b]oxes, wall boxes, and portable housings [f]or wall boxes as well as cabinet stands [f]or counter model phonographs.

* * *

A. C. Ayo was made office manager [o]f Houston branch Decca Distributing [C]orp., when former office manager [C]ampbell was moved to Atlanta. Lloyd [U]nderwood and Chester Horsman were [e]mployed as salesman and shipping [c]lerk, respectively.

Industry Needs Some Method To Identify Bona Fide Operations

An Open Letter to the Coin Machine Industry:

The success of the 1940 Coin Machine Convention has inspired us to fresh efforts in this great and growing industry of ours, we should like to make a few suggestions which we believe are timely and constructive.

We, as distributors, have frequently felt the need of more specific information relating to coin men who write us from time to time. It is often difficult to determine from a few penned words the exact nature of a coinman's type of operation, which all of us must admit is necessary to enable a distributor to serve that coinman intelligently and with success. Frankly, an operator's standing in the industry as a credit risk is sometimes open to question and often requires taking a chance. Then again, unless the writer tells us whether he is an operator or a location owner, we can only assume that he falls in one category or the other.

Quite naturally such information is, we firmly believe, of vital importance to distributors and manufacturers as well as to operators. For it is our contention that an operator should at all times be given some measure of protection in his particular field, otherwise he may be replaced by individual location owners, which would ultimately result in a loss of the operator's route and his business.

Coinmen who have spent time, money and energy building routes, who have helped to create an industry which is fast becoming a leading industry in this country, should by all means be given every consideration possible now, while we are still growing, and not when it is too late.

How are we to go about doing this? How are we to protect an operator? I believe we can solve this problem very effectively. But it will require the cooperation of everyone interested in the coin machine industry. This, of course, means the interest of operators, distributors and manufacturers everywhere.

Clearing House Needed

Again it is our contention that the basis of all activity in this connection should revolve around a so-called clearing house of information, a clearing house that would serve the needs of those interested in our business. Not outsiders, such as merchants, who, it is true, form part of a link that makes progress in our industry possible; yet at the same time are not as vitally interested in the progress of the coin machine industry as a whole as they are in the accruing profit so far as their individual business is concerned.

Such a clearing house under the guidance of such men of experience and wisdom as Walter Hurd, of *The Billboard;* Dave Gottlieb, president of Coin Machine Industries, Inc.; James Gilmore, secretary of CMI, and a few more men of high integrity and intent should unquestionably bring about a better understanding of our problems to those of us who are interested in solving them.

Once this clearing house is created a questionnaire should be formulated and sent to all operators, distributors and manufacturers thruout the United States; the nature of the questionnaire should be judged or decided upon by a committee which should include not only representatives of distributors and manufacturers but also of operators themselves.

From that point on the committee should work with the material obtained as a result of these questionnaires. In that way we will in time create a clearing house for the exclusive use of those within the coin machine industry. This clearing house can in time also serve as a medium for the exchange of ideas that should benefit all concerned.

Possibly some suggestions along the lines mentioned in this letter, from operators and other distributors as well as manufacturers, addressed to *The Billboard* or to the writer of this open letter, may disclose some heretofore unknown or untried ideas in connection with the thoughts expressed in this letter, which will aid the course of our industry indispensably.

(Signed) MAC A. CHURVIS,
Grand National Sales Co.

Pittsburgh

PITTSBURGH, May 11.—Mr. and Mrs. Tom Lingle, of Mifflinburg, Pa., were in Pittsburgh this week. Lingle reports business picking up in his territory.

* * *

Cyril Vanslander, popular operator from Northern Pennsylvania, was also in town the past week looking over the new equipment.

* * *

Chuck Flexer, of Flexer Brothers, Williamsport, Pa., returned this week from Detroit, where he participated in the bowling tournament.

* * *

Louis (Lakie) Grossman, of Pittsburgh, has just placed a large order for Seeburg remote-control phonographs.

* * *

Frank Leon, another well-known Pittsburgh operator, is also always adding new equipment to his already large operations.

* * *

Louis J. Hoffman, of the Pittsburgh branch of Atlas Novelty, has just moved his family from Chicago to Pittsburgh.

* * *

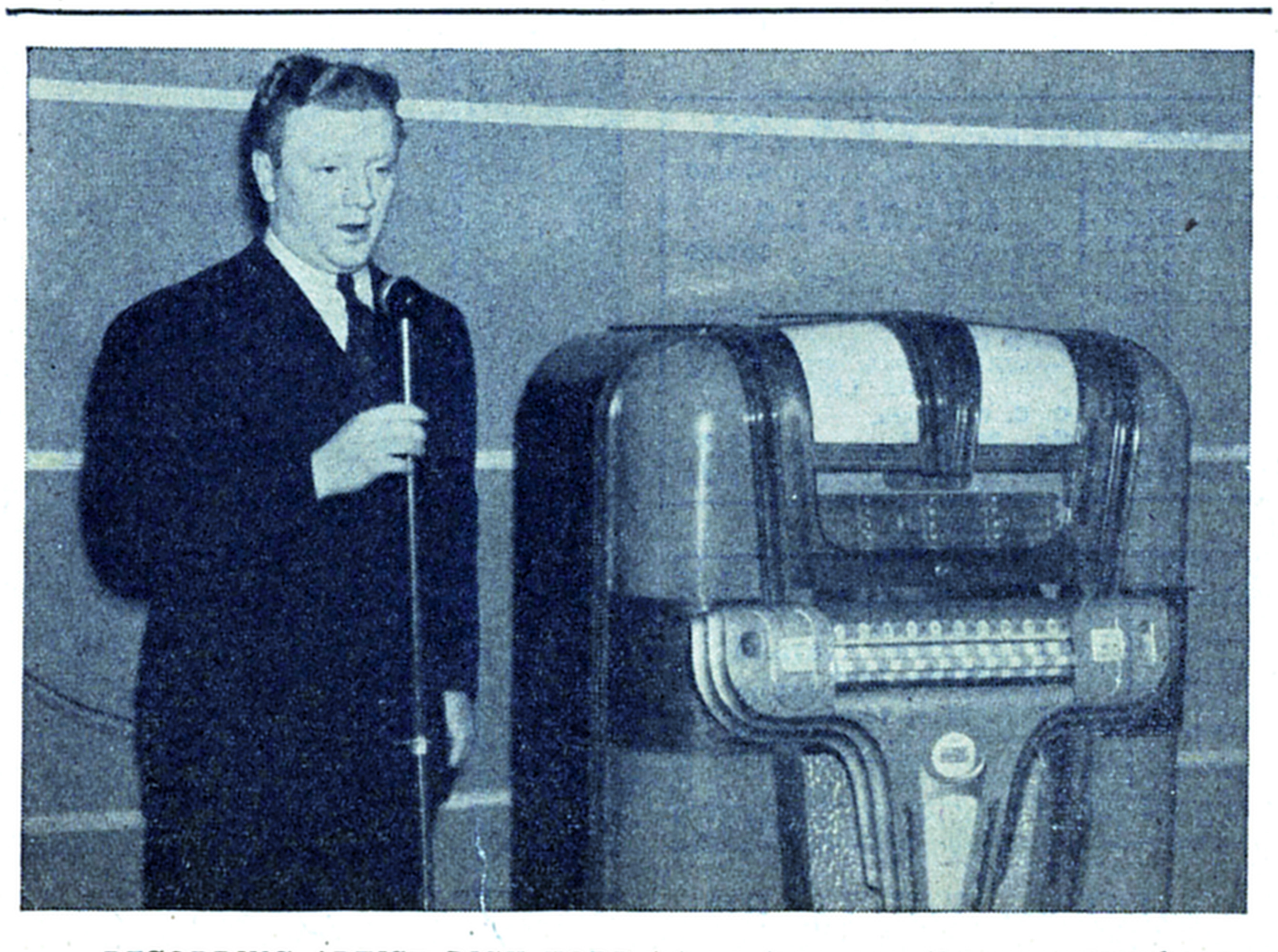
Ralph (Schultz) Wetmore, popular mechanic at Atlas, is a proud daddy these days, the stork having left a son at his home.

* * *

Art O'Mealia has just returned from a trip to New York State.

* * *

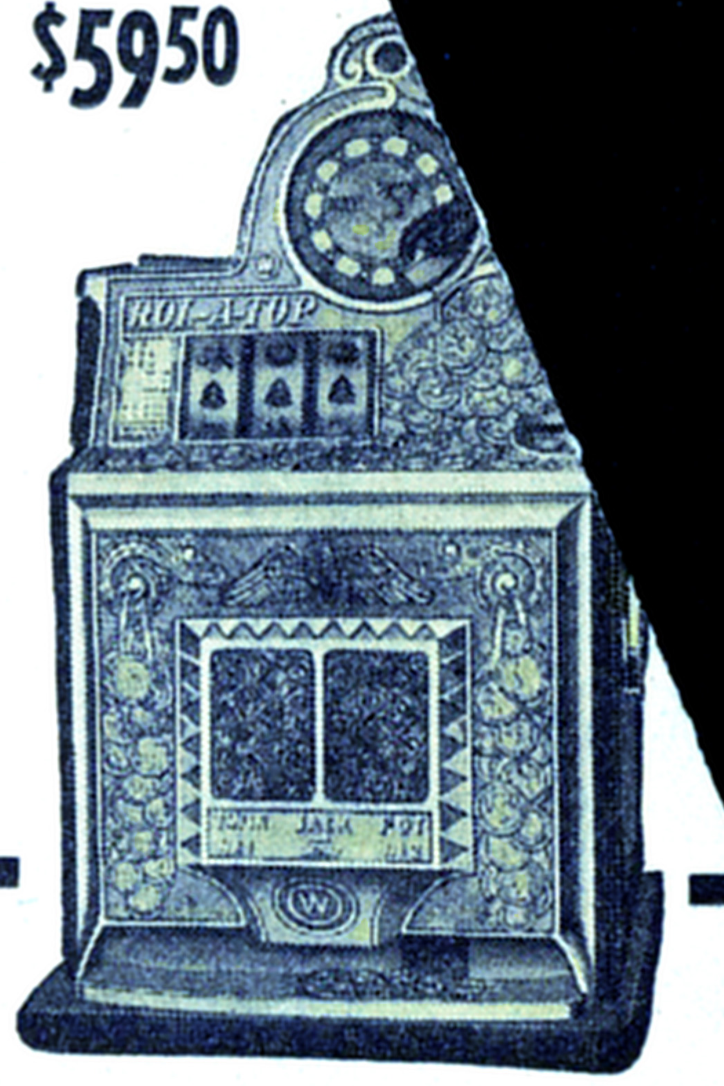
Eugene Reda, of Beaver Falls, Pa., was in Pittsburgh this week purchasing new equipment. Gene is always on his toes and constantly expanding his business.



RECORDING ARTIST DICK TODD tries a tune over the new microphone accessory being marketed by Martin & Lindeloj, distributors of Mills Empress phonograph. The pictur[e was] taken in the Mills Music Hall.

BRAND NE[W]

$59.50



BRAND NEW MACHINES

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Payout. Venders, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

15-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLumbus 2770.
Cable address "WATLINGITE," Chicago.

BARGAINS

Hawthorne	$79.50	BallyMultiple	$15.00
Mills1-2-3B.P.	78.00	Multiplay	15.00
Derby Clocks	60.00	Derby Day	14.00
Pot Shot	50.00	Golden Wheels	14.00
Derby King	49.50	Turf Champs	14.00
Mills1-2-3L.P.	30.00	New Deal	14.00
Stoner Zipper	30.00	Air Races	12.00
Fleetwoods	29.00	Caroms	12.00
Velvet Replay	27.00	Mills McCoy	12.00
Fairgrounds	26.50	Bally Belmont	10.00
Bally Entry	25.00	Mills Tycoon	10.00
Bally Stables	23.00	Bally Allstar	8.00
Bally Arlington	19.00	Bally Derby	8.00
Gott. Multiplay	19.00	Daily Races	8.00
Bal. Challenger	18.00	Bally Hialeah	12.00
Preakness L.P.	18.00	Pacific Pamco Chase	8.00
Gott. Terminal	17.00	Western Center Smash	8.50
Derby Clock	16.00		
One Better	16.00		

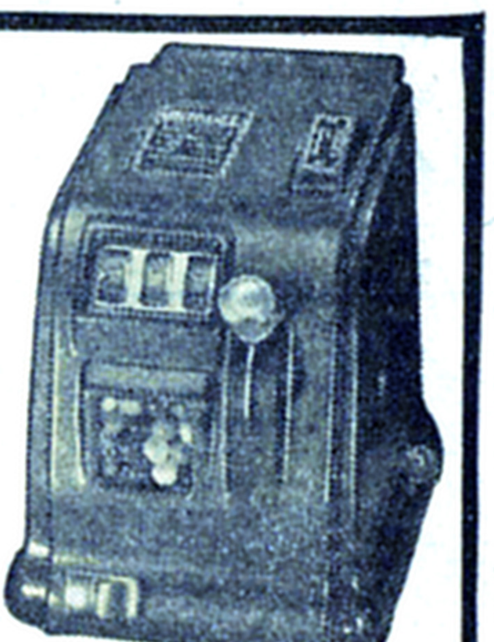
50 Consoles—100 Free Play Games—200 Slots
200 Counter Games—100 Music Boxes
Bargain Prices—Write for List.
Distributors for Chicago Coin, Exhibit Supply.
Wire ⅓ Deposit. Ref.: Utah Sav. & Trust Bank.

STEWART NOVELTY COMPANY

136 E. 2nd S. St., Salt Lake City, Utah

ART NYBERG IS DELIVERING MARVEL

World's Smallest Token Payout



$32.50 With Ball Gum Vndr. $34.50

RUSH YOUR ORDER QUICK!

THE CALVERT NOVELTY CO.

708 N. Howard St., BALTIMORE, MD.

PENNY PHONO

Floor Sample

$59.50

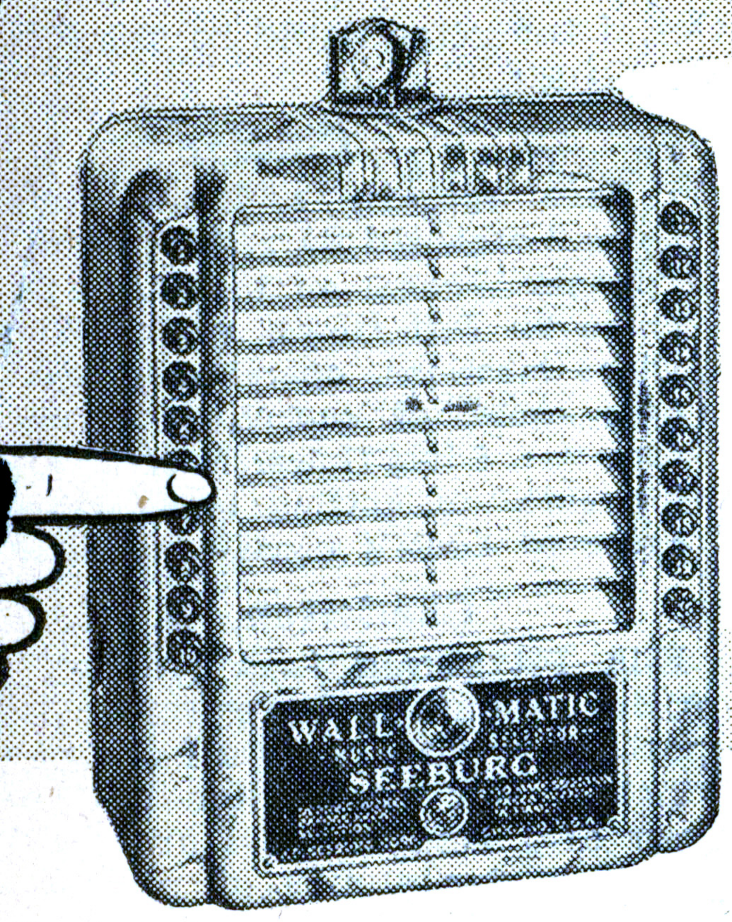
One-Third Deposit

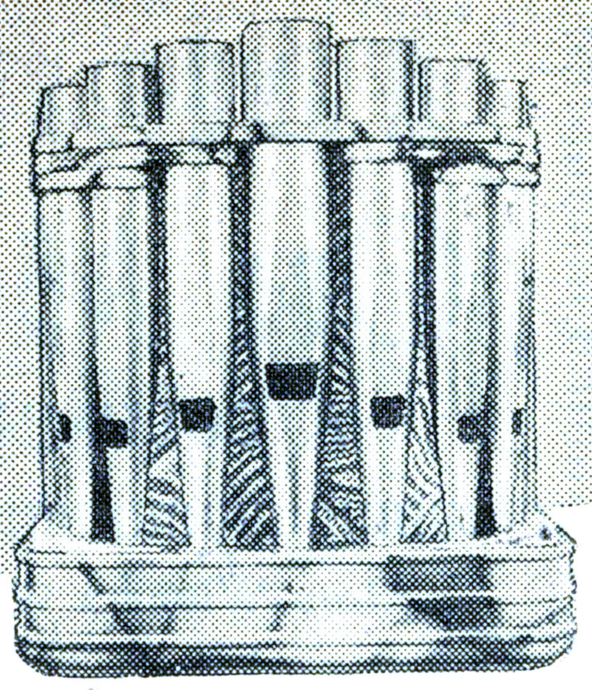
GERBER & GLASS

914 Diversey Blvd., Chicago

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

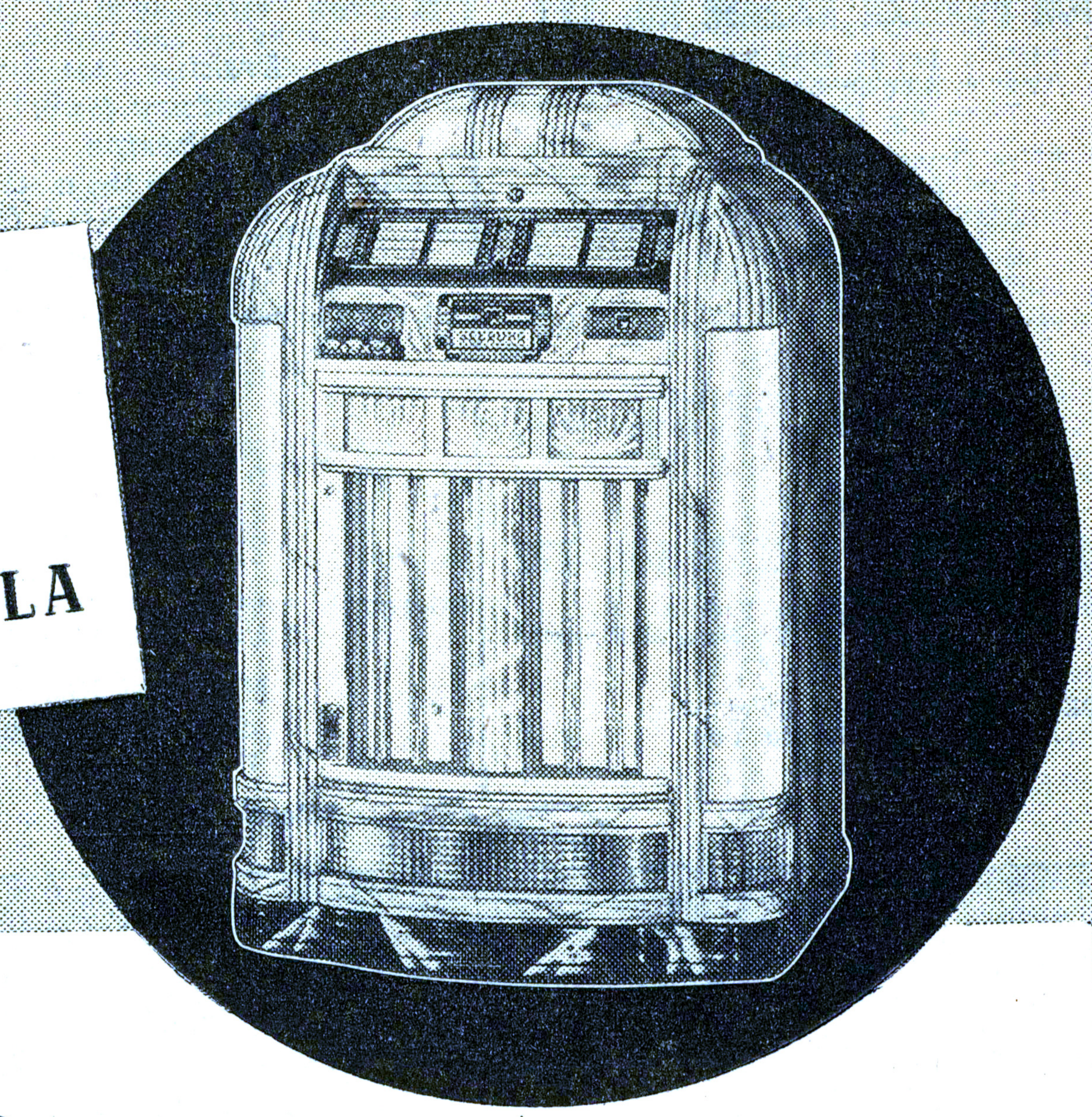
SEEBURG MUSIC SYSTEM





SPEAKORGAN

WALL-O-MATIC · SYMPHONOLA



SEEBURG SELECTRIC SYMPHONOLA
Envoy "E"
20 Records · Electric Selection

Seeburg

MUSIC SYSTEM

with

WIRELESS REMOTE CONTROL ALREADY OPERATING IN

143*

LOUISVILLE, KY., LOCATIONS!

*In each of these locations the Seeburg Music System with Wireless Remote Control has increased receipts as much as 6 times the amounts previously earned!

The Only Complete Music System with Wireless Remote Control Ready for Immediate Delivery!

SEE YOUR NEAREST SEEBURG DISTRIBUTOR

J. P. SEEBURG CORPORATION
1500 DAYTON STREET · CHICAGO

The VICTOR-BLUEBIRD Call Board

VICTOR POPULAR RELEASE NO. 371

26596 *It's a Lovely Day Tomorrow
*You're Lonely and I'm Lonely
Tommy Dorsey

26597 *Her Name Was Rosita
*Sweet Angelina
Swing and Sway with Sammy Kaye

26598 Concerto for Cootie
*Me and You
Duke Ellington

26599 *Clear Out of This World
*A Latin Tune, a Manhattan Moon and You Rumba F.T.
Leo Reisman

BLUEBIRD POPULAR RELEASE NO. 277

B-10694 *April Played the Fiddle
*I Haven't Time To Be a Millionaire
Glenn Miller

B-10708 *You Think of Ev'rything
*Eleanor, I Adore You
Abe Lyman

B-10709 Midnight Stroll
*Fine and Mellow
Erskine Hawkins (The 20th Century Gabriel) and his Orchestra

B-10710 Down by the O-HI-O (O, My, O!)
Sh! The Baby's Asleep
The Smoothies (Babs, Charlie and Little) with Orchestra

B-10711 *Clear Out of This World
*It Wouldn't Be Love
Gray Gordon and his Tic-Toc Rhythm

B-10712 *Meet the Sun Half-Way
*The Pessimistic Character (With the Crab-Apple Face)
Mitchell Ayres and his Fashions in Music

B-10713 *I'll Pray for You
*Wait Till I Catch You in My Dreams
Music of Yesterday and Today Styled the Blue Barron Way

*Vocal Refrain

ORDER THESE RECORDS FROM YOUR RCA VICTOR RECORD DISTRIBUTOR TODAY!

FOUR SENSATIONAL SIDES from JIMMY DORSEY
and His Orchestra

CCA No. 3150
THE BREEZE AND I—FTVC BOB EBERLY
LITTLE CURLY HAIR—FTVC HELEN O'CONNELL

CCA No. 3152
SIX LESSONS FROM MADAME LA ZONGA—RHUMBA FTVC HELEN O'CONNELL
BOOG-IT—FTVC HELEN O'CONNELL

Hear these Jimmy Dorsey specials on his broadcasts via NBC from the Hotel Pennsylvania, New York!

WHILE THEY LAST! SENSATIONAL CLOSE-OUT!

90

Slug Proof, Guaranteed Like New
1939 WURLITZERS MODEL 600-A
$159.50 EACH
1/3 Deposit Must Accompany Orders

Atlas NOVELTY COMPANY

Cable Address: ATNOVCO. General Offices: 2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOCIATE OFFICES: ATLAS NOVELTY CO., 1901 Fifth Ave., Pittsburgh, Pa.
ATLAS PHONOGRAPH CO., 1669 Main St., Buffalo, N. Y.
ATLAS AUTOMATIC MUSIC CO., 2982 E. Jefferson St., Detroit.

USE ADJUSTABLE Fulco PHONOGRAPH COVERS

Cannot be surpassed for long life and general usage. Fits any phonograph and coin machine.

Fulton Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, KAN.

SPRING SPECIALS
$22.00 EACH

4—P-12's, Walnut Cabinets
1—P-412, Walnut Cabinet
2—'35 Rock-Olas, Walnut and Roman Gold
1—'36 Rock-Ola, Walnut Cabinet, D. C. Current

Terms: 1/3 Cash With Order, Balance C.O.D.

MANITOWOC MUSIC & NOVELTY CO.
P. O. Box 67, MANITOWOC, WIS.

Talent and Tun[es] On Music Machine[s]

A COLUMN FOR PHONOGRAPH OPERATORS

More Winners Wanted

THE general cry of operators thruout the land, based on last-minute reports, is for more winning records. Despite several good tunes currently making the rounds on the machines, none is reaping sensational rewards nationally as was the case during the heyday of such recordings as *Scatterbrain*, *Careless* and *Oh, Johnny*. Particularly concerned are operators in Arkansas, who claim to have no bull's-eye hits at this moment.

* * *

Some on Way

SOME consolation for the dearth of winning records may be forthcoming with the arrival of Irving Berlin's new musical show, *Louisiana Purchase*, which opened in Washington last week and slated to arrive on Broadway in June. The show marks Berlin's first musical score in several years and, judging by advance reports from Washington critics and New York reviewers who have seen rehearsals, it boasts of eight catchy songs. Records of the songs have already been made and all recording companies are rushing to be heavily represented on the market. First on the list of *Louisiana Purchase* recordings to be plugged is a ballad called *You're Lonely and I'm Lonely*. Other titles are *You Can't Brush Me Off*, *It's a Lovely Day Tomorrow*, *It'll Come to You*, *Fools Fall in Love*, *Outside of That I Love You*, *Louisiana Purchase* and *Latins Know How*.

* * *

Thanks, Mr. Truex

OPERATOR T. J. Truex, of Port Jervis, N. Y., is another of the many operators who buy their records thru *The Billboard's* Record Buying Guide. In his report he is kind enough to compliment the popular feature and adds that it misses few record machine hits. Of his operating experiences, Mr. Truex says:

> Sentimental and jitterbug tunes go best in taverns around my area, such as "When You Wish Upon a Star" and "Tuxedo Junction." Altho no dancing is allowed in diners, customers there enjoy jitterbug numbers. Occasionally off-the-beaten-path recordings will suddenly come to the front. This week I received seven requests for "I Want a Girl," and a good money-maker has been the Vocalion release of "Everything Is Peaches Beneath the Old Apple Tree."

* * *

This and That

COLUMBIA has renewed its contracts with Eddy Duchin and Horace Heidt for another year. . . . The Jimmie Livingston and Duke Daly orchestras have been signed by U. S. Record Co. for the Varsity label. Livingston features a Southern music style. Daly's band was formed in California two years ago and features as vocalist Paula Stone, daughter of Fred Stone, veteran stage star. . . . Gray Gordon has added another vocalist (Art Perry) to his organization, giving him a total of six singers. . . . Gene Krupa and Connie Boswell are being held for a fourth week at the Paramount Theater, New York. This is a distinct honor, for few attractions ever remain longer than three weeks. . . . Harry Sosnik, band leader, has joined Decca as a music official. . . . Thirty albums of serious and popular tunes, many by Raymond Scott and Benny Goodman, were included in the material to be sunk into Oglethorpe University's "Crypt of Civilization." According to instructions, it won't be opened before the year 8113. . . . While Bing Crosby's latest picture, *If I Had My Way*, is not rated as highly as his recent screen successes, at least four of the film's tunes are given a good chance to make the grade. They are *Meet the Sun Halfway*, *I Haven't Time To Be a Millionaire*, *Pessimistic Character* and *April Played the Fiddle*.

* * *

Territorial Favorites

FOLLOWING is the weekly list of cities and records doing well locally. These recordings are money-makers in the cities mentioned, in addition to the national favorites listed in the Rec[ord Buy]ing Guide.

Chicago

Race records, such as "Whi[...] Grass," recorded by Erskine Hawkin[s] "Boogie Woogie on the St. Loui[s ...]" made by Earl Hines, are catchin[g ...] white locations, operators reveal. [...]ored spots, of course, they are [...] favorites. Eddie Howard's version o[f ...]ing Hills" is getting many reque[sts ...] cause of Eddie's home-town follo[wing].

Charleston, S. C.

Ella Fitzgerald is a leading na[me on] music machines here and, judgi[ng by] operator reports, tops all the other artists. Her recordings of *The S[...] Hour* and *Imagination* are currentl[y re]sponsible for plenty of nickels in [...] locations. Not far from Miss Fitzger[ald] is Count Basie, who is doing well w[ith] *Boog It*.

Omaha

Operators here find that participati[on] in local stunts is good business. In th[is] particular case it centered around t[he] Golden Spike Days celebration, which a[t]tracted many visitors to this area. [...] tune with that title was recorded by t[he] locally popular Paul Moorhead, and t[he] operators say that it is doing big [...] locations.

Spokane, Wash.

Lots of requests are comin[g ...] *Early in the Morning*, made b[y ...] Ayres, and Bing Crosby's [...] *Chance*. Another heavy favorite [...] *Song of Renaldo*, recorded by Kay K[yser].

* * *

Songs Most Heard on Radio

COMPLYING with operators' request[s] we list once more the 10 songs broad[]cast most often over the air during th[e] last week, ended May 10. The songs a[re] those heard over the networks and lead[]ing New York stations based on informa[]tion supplied by Accurate Reportin[g] Service.

1. Imagination
2. Where Do I Go From You?
3. Woodpecker Song
4. Singing Hills
5. Shake Down the Stars
6. Wind and Rain in Your Hair
7. Say It
8. My, My
9. You, You Darlin'
10. How High the Moon

GENE KRUPA
That DRUMMIN' MAN and his ORCHESTRA
GET THESE LATEST HITS

BOOG IT
No. 35415
MANHATTAN TRANSFER
No. 35444
THE WOODPECKER SONG
No. 35408
TIGER RAG
No. 35454

ON COLUMBIA RECO[RDS]

PHONO SAL[E]
WURLITZER 61[...]
FULLY ILLUMINATED, REMODELED
TERMS—1/3 Cash Deposi[t]
BARGAINS — Big Assortment Late [...] Games — Price List on Request
For Export Cable: "Coinmachin[...]"
MARC MUNVES, INC.

Monarch VALUES FOR SPRING
GET IN THE SWING

ROCK-OLA WORLD SERIES (Perfect Condition). . $54.50

Automatic Payouts—Ready To Operate

Bally Sport Page . . $59.50 | Bally Thistledown . . $72.50 | Bally Gold Medal $119.50
Bally Hawthorne . . . 72.50 | Bally Pacemaker . . . 97.50 | Gott. Track Record 115.00

FREE PLAY NOVELTY GAMES—FULFILLING EVERY REQUIREMENT.

BALLY
Gold Cup, 1-Ball Console $104.50
Scoop 49.50
Roller Derby 49.50
Champion 49.50
Headliner 37.50
Arrowhead 30.50
Victory 79.50

GENCO
Airport 34.50
Bang 34.50
Rink 24.50
Fair 22.50

DAVAL
Follow-Up $32.50
High-Lite 32.50
Midway 21.50
Side Kick 21.50
Liberty 17.50

EXHIBIT
Lancer $62.50
Golden Gate 39.50
Rebound 42.50
Conquest 34.50
Contact 29.50
Skyrocket 24.50

CHICAGO COIN
Roxy $67.50
Nippy 54.50
Lucky 47.50

KEENEY
Thriller $44.50
Big Six 49.50

STONER
Fantasy (withJ.P.) $59.50
Fantasy (no J.P.) . 47.50
Davy Jones 27.50
Chubbie 27.50
Snooks 19.50

Write for Complete List—Free Play Novelty Games—Consoles—Counter Games—Phonographs—Slots. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE, Cable "MOCOIN" CHICAGO, ILL.

BOY! THERE'S DOUGH IN "DOUGHBOY"!

THE HIGH SCORE GAME THAT KNOCKS 'EM DEAD!

Endorsed by Leading Operators and Distributors!

IT MUST BE GOOD!

BAKER NOVELTY CO.
2626 W. Washington Blvd., Chicago, Illinois.

SO GOOD that leading manufacturers are now copying the revolutionary principle of Doughboy! Beware of imitations! Buy the original, location-proven, fool-proof money-maker. No Bugs . . . No Bother . . . No Grief! SATISFACTION GUARANTEED!

FREE GAME (Convertible)

Order at once! Direct or from your Jobber!

"DOUGHBOY"

Manufacturers of "Baker Built" Novelty Tables—Baker's Pacers—Sky Pilot

WOW! IT'S A HUMMER! "LOW SCORE WINS"

Weekly baseball card. Just order a sample, try it out in your own home town. Baseball season just getting right. Don't pass up a whole summer's profit.

Sample, $1.50
Doz., $12.00
Express Prepaid.

Write for Literature

GO GETTER JAR CO.
Box 691 Tyler, Texas

Tell of Jennings' Slug-Proof Chief

CHICAGO, May 11.—Officials at the Jennings plant report that operators in practically every section of the country, particularly where the slug problem is acute, have put their stamp of approval on the new Jennings Master Chief because of the double protection it gives against slugs.

Hymie Branson, Jennings sales manager, says: "We believe that Master Chief eliminates forever the menace of slugs and spurious coins. Not only does it have the highly efficient slug ejector which eliminates 99 per cent of these bad coins but that extra 1 per cent is taken care of by the popular Jennings visible escalator. Any cleverly made slug which might slip past the rejector is fully exposed to view and easy to detect.

"The importance of this double protection is becoming more and more apparent each day with the reports we've been receiving from various sections of the country.

"In addition to the double protection against slugs, the Master Chief may be further protected with drill-proof plates covering both sides and front at slight extra cost. This furnishes positive and final proof against tampering. The Master Chief mechanism is the famous one-piece removable type. In fact, it has all the features of our well-known Chief line, heavy-duty clock, no-bounce reels and clog-proof escalator, to mention a few."

Auto. Amuse. Opens In Wilkes-Barre

PHILADELPHIA, May 11. — Frank Engel, head of the Automatic Amusement Co. here, reports that the firm is opening a branch at 17 North Washington street, Wilkes-Barre, Pa.

"In our new branch we will be in a position to give the operators in the Wilkes-Barre and Scranton territory the same kind of Seeburg service that they now get in our Philadelphia and Baltimore offices," declared Engel.

"The new office will be equipped to handle sales, parts and service and will make a convenient base for operators in the territory."

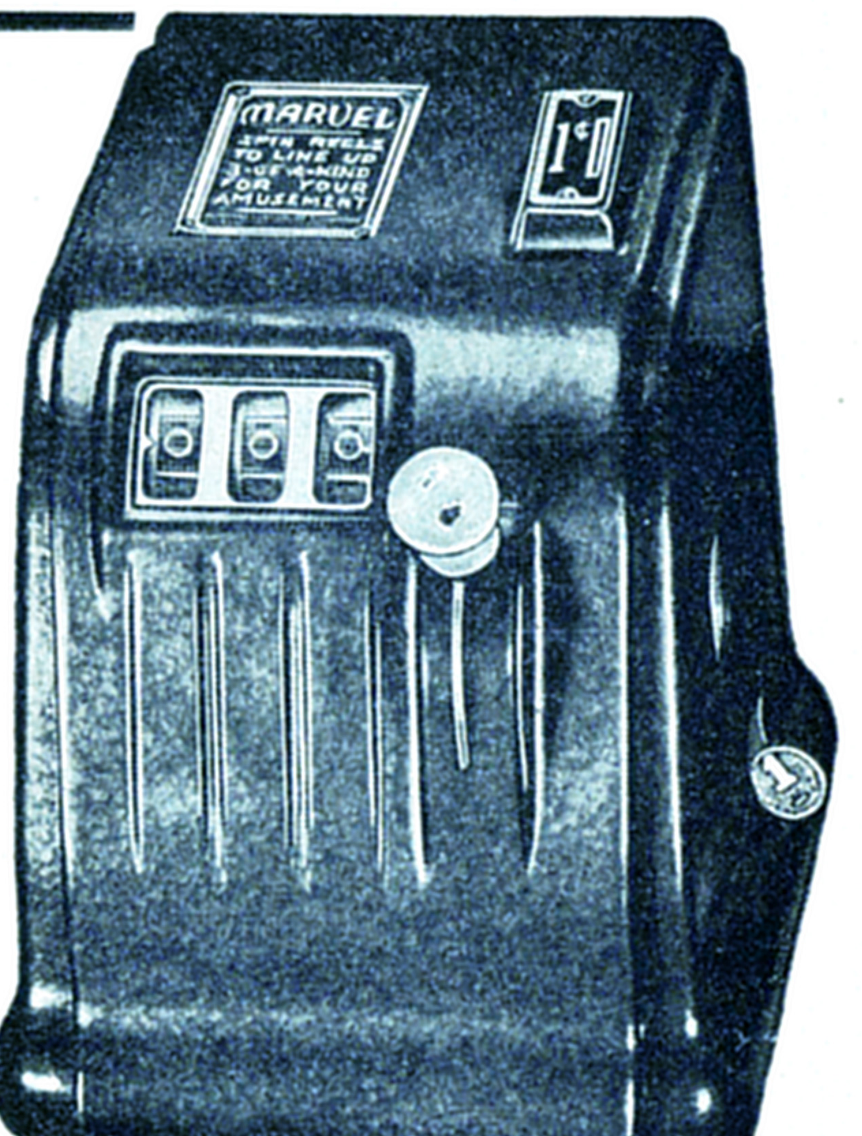
Baker Doughboy Sales Continue Up

CHICAGO, May 11.—H. L. Baker, president of the Baker Novelty Co., reports he is very happy with the sales record of Doughboy, the firm's latest five-ball convertible free-play game. "The game is new in principle and has been received with open arms by operators everywhere," he reports.

"Operators from all parts of the country report that they have had very few games that have equaled the consistent good collections produced by Doughboy. The proof of the pudding is the fact that operators who have had the games for six to eight weeks are still continuing to buy it. There is only one reason for reorders—and that is because the game is making money."

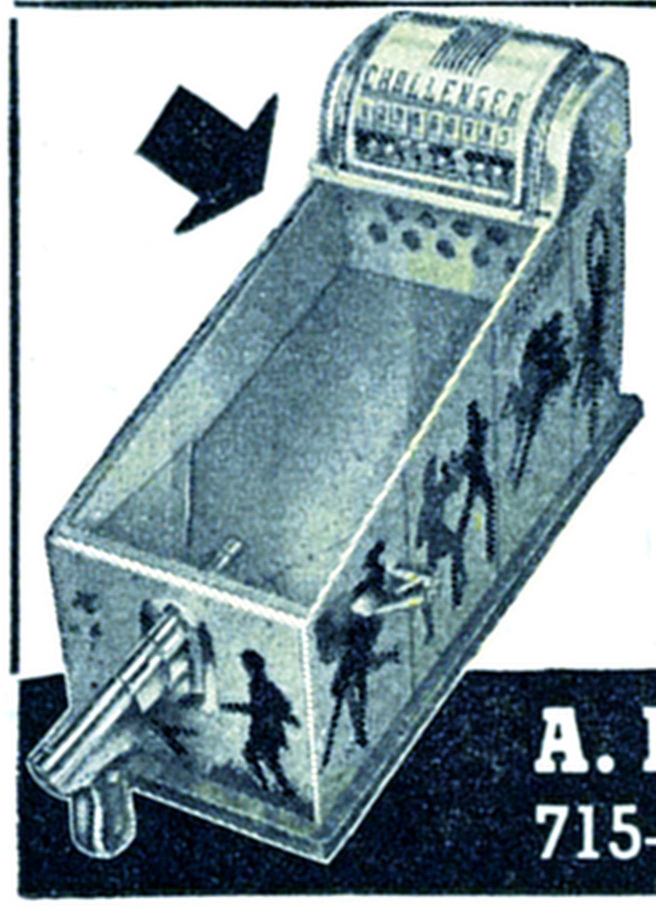
A TERRIFIC OVERNIGHT HIT!!

MARVEL
WORLD'S SMALLEST TOKEN PAYOUT COUNTER GAME
$32.50 WITH BALL GUM VENDOR, $34.50



ATLAS NOVELTY COMPANY
General Offices:
2200 N. Western Ave., Chicago, Ill.
1901 Fifth Avenue, Pittsburgh, Pa.
Associate Office: Atlas Automatic Music Co., 2982 E. Jefferson St., Detroit, Mich.

BALLY FACTORY REPRESENTATIVE ARCHIE BERGER entertains coin machine men at a recent special showing of Glamour and Charm, free play novelty games, in Philadelphia. More than 100 operators, jobbers and distributors attended.



It really does not matter what particular type of target you choose . . . Challenger Model F . . . Red, White & Blue . . . or Big Game Hunter . . . you know before placing them in your location that they are going to do more than any other penny amusement machine you have ever operated . . . legal . . . trouble free . . . consistent . . . an investment that you, too, will consider very sound.

WRITE FOR ILLUSTRATED CATALOG AND NAME OF YOUR NEAREST DISTRIBUTOR

A. B. T. Manufacturing Corp.
715-723 No. Kedzie Av., Chicago, Ill.

BIG BARGAINS THAT MUST GO
EVERY GAME READY TO GO ON LOCATION

Gold Cup, F.P. $89.50
Exhibit Rotary Mdsrs. . 42.50
Preakness 9.50
Derby Day 9.50
Rink, F.P. 17.50
Follow Up, F.P. 24.50

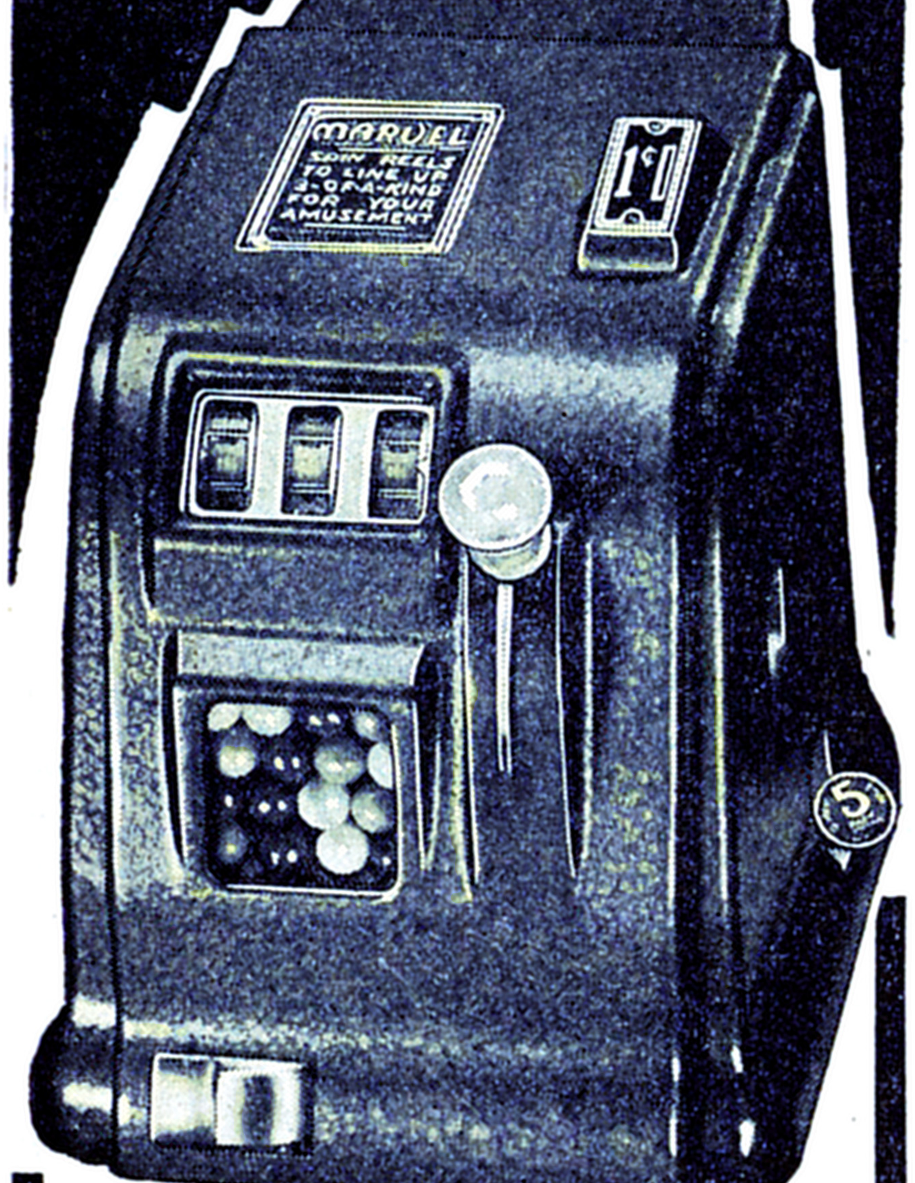
Clipper, F.P. $24.50
Stop & Go, F.P. 17.50
Triple Play, F.P. 9.50
Klick, F.P. 9.50
Keeney 1938 Track Time 79.50
Keeney 1938 Kentucky Club 49.50

Jennings Cigarolla, 5 & 10c Slot, like new $89.50
Paces Races, New Heavy Duty Motors 49.50
Mills Flasher 19.50
Mills One-Two-Three Automatic with Bally unit. 69.50

DELUXE NOVELTY CO., No. 17 Arcade Bldg., Little Rock, Ark.

You'll marvel at

MARVEL



★ **MARVEL** is the **SMALLEST** token payout counter game with the **LARGEST CASH BOX** capacity. Complete separation between cash box and mechanism prevents stray coins from clogging or jamming machine.

★ Available with or without ball gum vender. Ball gum vending model has large, attractive dummy display of everlasting assorted color marbles just like the ball gum vended. Ball gum magazine entirely contained in special back door. This is a new and revolutionary method of vending ball gum in counter games without increasing the space occupied by machine.

★ Colorful, sturdy, plastic "feather-touch" handle can be operated with one's little finger for hours without tiring the player's hand.

★ Handle is slam-proof. Automatically locks if abused.

★ Beautiful, ultra-modern designed cabinet with lifetime, smooth, baked enamel finish. A wipe—and it's clean!

★ Available in **TOKEN PAYOUT** or **VISIBLE TOKEN RETAINING** models, each easily interchangeable with the other. No extra charge for interchangeable parts.

★ **MARVEL** mechanism not only has a clock-type timing unit in place of an air pump, but the clock is of the same approved type as used on "Bell" machines for more than 40 years. Wheels spin long and fast and come to a positive, shake-proof **1-2-3 STOP!**

★ What's more—the clock is **NOT** set inside the cash box, but is completely separated from it. Clock fan is exposed for speedy adjustment to regulate time of wheel spin. **NO SCREWS — NO BOLTS — NO NOTHING — MECHANISM SLIDES IN AND OUT OF CABINET WITHOUT HAVING TO EVEN "SET" THE HANDLE.**

★ **CLOG-PROOF** and **JAM-PROOF COIN CHUTE.** This new feeler-type coin chute consists of a triple scavenger system which keeps the coins continually moving down to the cash box. A special button provided on the back of the machine enables location itself to clear the coin chute even of bent coins, slugs, buttons, etc., thereby eliminating all service calls due to clogged coin chutes. **THIS IS THE MOST ESSENTIAL WORTH-WHILE FEATURE EVER USED ON COUNTER GAMES.**

★ Coin-agitator keeps coins evenly spread out over entire area of cash box until cash box is completely filled, insuring **MAXIMUM CAPACITY!**

★ **NEVER BEFORE IN THE ENTIRE HISTORY OF THE COIN MACHINE BUSINESS HAS THERE BEEN A GAME OF SO MANY OUTSTANDING, SUPERIOR FEATURES BUILT! DON'T EVEN HESITATE A MINUTE! ZOOM YOUR COLLECTIONS OVER THE TOP NOW WITH AMERICA'S FINEST TOKEN PAYOUT COUNTER GAME—"MARVEL"!!!**

$32.50 F. O. B. CHICAGO

WITH BALL GUM VENDOR, $34.50

DAVAL 2043 CARROL AV CHICAGO

EASTERN FLASHES

NEW YORK, May 11.—Looks like an article on the coinbiz is due to break in *Commentator* magazine before long. A reporter from the magazine was making the rounds this week asking questions about the industry. "Other industries seem to have overlooked the fact that the coin machine business is tremendously responsible for helping to pull this country out of the depression," the reporter stated. "We want to bring this to the attention of the public."

* * *

ARCADE YEAR . . .

Firms manufacturing and supplying arcade equipment here report they are unusually busy keeping pace with the demand for equipment. Not only are orders pouring in from established operators but from newcomers as well. Mike Munves reports he outfitted no less than four new arcades the past week. "This is going to be the biggest year in arcade history," Mike states. . . . Bill Rabkin, of International Mutoscope, echoes Munves' enthusiasm. Many of the men who have been visiting the International Mutoscope offices are opening new arcades and sportlands, Rabkin reports. Bill, incidentally, was getting all set this week for the opening of his two arcades and his Skyfighter building at the New York World's Fair Saturday.

* * *

AROUND THE TOWN . . .

Milt Soffer, Jack Fitzgibbons new New England representative, bought himself a new car and hit the road immediately after his appointment. He expects to do a bang-up job in New England. . . . Dave Simon was seen in all parts of Newark this past week. Dave was busy telling Jersey distributors and operators about the new Keeney games. He reports Keeney's new Score Champ was enthusiastically received. . . . Jack Mitnick added a picture of Gene Krupa and himself, posing with the Mills Empress, to his collection. . . . DuGrenier Champion cigaret venders are leading by a wide margin, execs of the firm claim. "One of the features clicking so solidly with ops is the fact that the new split columns will vend 5-cent Charms and packages of gum for extra income." . . . Joe Fishman is one of the busiest men in town these days. Catching him in his office is a real feat, because he's always on the go telling ops about the wonders of the Rock-Ola phonos.

* * *

BROOKLYN BITS . . .

Al Simon, of Savoy Vending, claims Chicoin's Jolly is moving just as fast now as it did when introduced. "Ops find it's a real money-maker," he says. . . . Sam Sachs, of Acme Sales Co., phono remodeler, reports he slashed prices on all remodeling work this week. A bargain every once in a while is appreciated by eveyone, he says. . . . Over at Hymie Budin's the boys are missing what they used to call their Monday night chink parties. Usually on Monday eves Hymie would send out for loads of chop suey and toss a Chinese party for the gang. Now the boys are wondering why Hymie stopped them.

Harry Weinstein celebrated his being promoted to agent by buying a new car. . . . Saul Kalson is very quiet these days. . . . Joe Horowitz beat Dave Barron, Brooklyn's Klabiash champ, four out of five games this week. He made Dave sign the score sheet for all to see. . . . Rumors say Murray Simon is going on a diet. . . . Bill Alberg and Charley Aronson, of Brooklyn Amusement, say they're much too busy to even think about enjoying a good case of spring fever. . . . Helen Cohn, of Budin's offices, is reported to have a mystery man as her escort these days. Last escort the boys recall was Jack Rothstein, Brooklyn op.

* * *

MEN AND MACHINES . . .

Bert Lane is hard at work these days, with Genco's Cadillac going bigger and better than ever. "They're arriving in carload lots, but we still can't catch up on delivery," he says. . . . Over at Allied Wholesaling Tony Gasparro reports a big demand for Stoner's Brite Spot and Exhibit's Short Stop. . . . Eddie Lane's latest song (an English tune which he lyricized) is caled *With Me Gloves on Me Hands and Me Hat on Me Head*. . . . Business is great, according to Miss A. M. Strong, of the G. V. Corp. "More and more operators are becoming convinced of the earning power of our Adams Gum Venders," she says. . . . They say Al Rodstein, of Philly, who opened Arco Sales, is the handsomest of all the jobbers. . . . That "music of tomorrow" portfolio which Joe Calcutt has had published is tops in the opinion of those who have seen it.

* * *

JERSEY JOTTINGS . . .

Efforts of ops and jobber associations in Newark to get together are still in the proposal, counterproposal stage. . . . Harry Illion has forsaken his sick bed, claiming he decided to give the doctors up before they gave him up. . . . Headaches are the reason Irv Orenstein is having all his teeth extracted. Irv didn't want to, but three doctors convinced him. . . . Milton Green and Harry Pearl are reported infanticipating. . . . Barney Sugarman enters the jobbing biz in Newark as Royal Sales Co. "We feel that we can do a real job for New Jersey ops," Sugarman says. . . . Max Speckman, of Passaic, is the proud papa of a boy. . . . Jules Heims is the new sales manager at Ace, where Jack Kay reports his remodeling activities are just about at an end. Right now he's installing wood-turning machinery and spraying equipment. . . . Charley Polgaar, Carl Davidson and George Zigler are reported to have created a new combine. They've been seen whispering together for a week. . . . Murray Brodkin has just recovered from what he terms a severe attack of "old man sickness."

Irv Morris is continuing his ad campaign in *The Newark Evening News* because it has helped ops and location owners who have Mills Empress phonos. . . . Maurice Schapira, Newark ops' legal light, has just returned from a cruise with Dick Steinberg. . . . Al S. Cohen, of Asco, reports a record sales month on reconditioned bulk venders. . . . Eddie Corristen is now on the board of governors of the New Jersey Music Operators' Association. . . . Harry and Sam Wichansky, of Elizabeth, were seen making the rounds with Barney Sugarman. . . . Jack Berger, of Newark Coino, is reported doing a good rental business. . . . All Newark ops are sorry to hear that Sam Broudy is so ill. . . . Many Jersey ops say Pat Sanders, of Elizabeth, is the best mechanic in the business. . . . Johnny Boyle, of Morristown, hasn't been seen around Newark lately. The boys believe he's mixing 18 holes daily with his operating. Boyle used to be a golf pro. . . . Morris Tarlow, Elizabeth op, was married last Sunday. . . . Latest Bally games are reported keeping Jerry Jenkins and Helen Fitzgibbons on their toes at Fitz's Newark offices.

TYPICAL GROETCHEN CRAFTSMEN are these toolmakers, inspecting the coining die which has produced over 6,000,000 aluminum medals for use in Groetchen's Metal Typer.

* * *

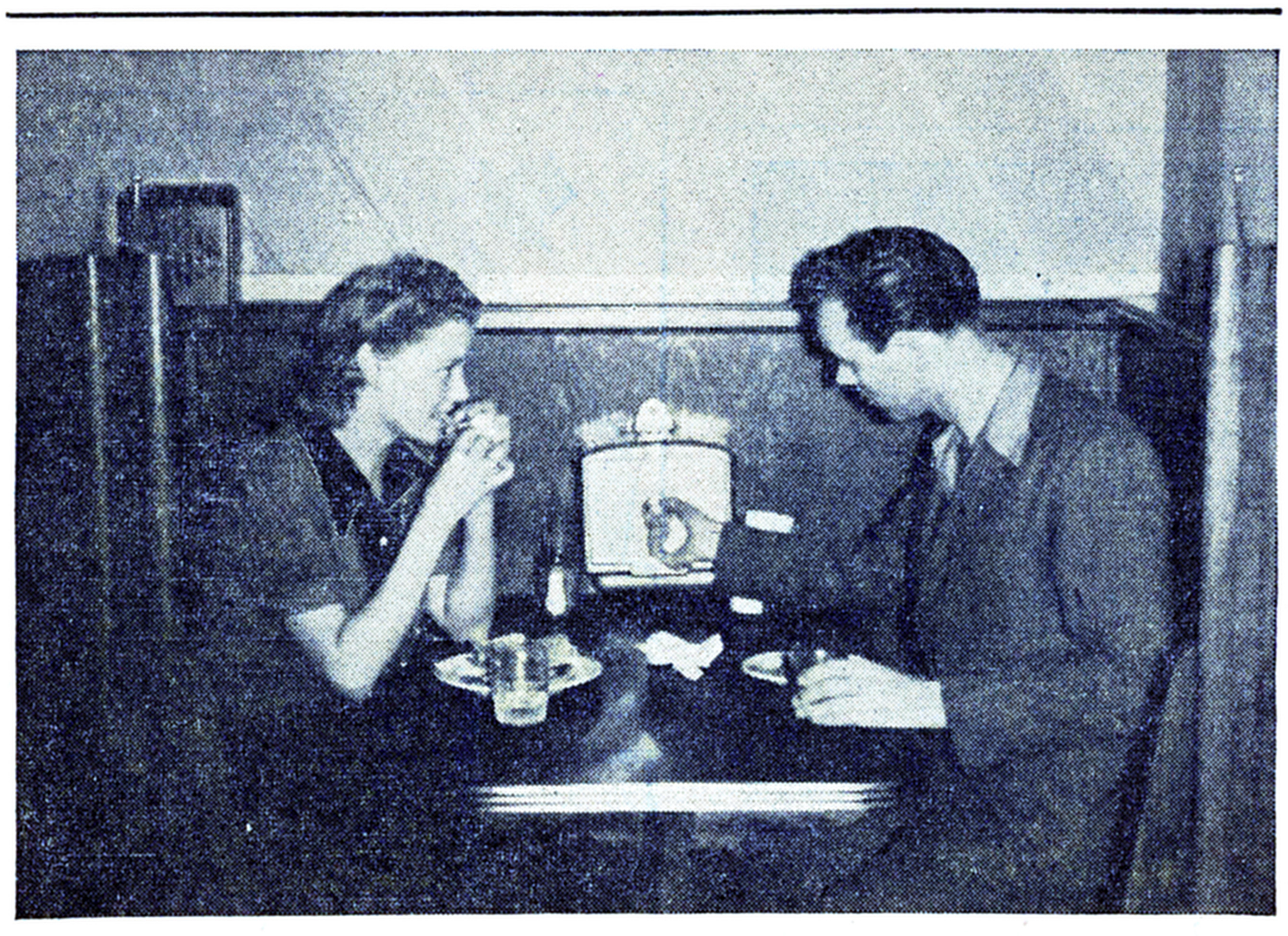
ALONG THE COAST . . .

Joe Ash, of Active Amusement, Philadelphia, reports he's featuring a lot of swell bargains these days. . . . Spring has come to Baltimore and that means Roy McGinnis is out riding his favorite five-gaited saddle horse these days. . . . Hub Enterprises, of Baltimore, reports it's featuring a bang-up closeout sale.

* * *

OFF THE CUFF . . .

How business is running for Irving Mitchell can be gathered from the news that he had to take on two more mechanics to take care of ops' demands. . . . Harry Hoppe spent a few days in New York seeing the trade. His only complaint was that a slight cold he has was the result of having bumped into weather of every season during the four days prior to his landing here. . . . Cliff Bailie, Rock-Ola's traveling representative, just returned from a tour of up-State New York. Reports a lot of action due to opening of summer spots. . . . Joe Fishman and Marvin Liebowitz, of Interstate, claim ops are going for the Rock-Ola Wall Box in a big way. Marvin, incidentally, is beginning to acquire a good case of spring fever. He may pull out on a fishing trip any day now. . . . "Coinmen are in for a real treat when they see the new Chicago Coin release, Sporty," commented George Ponser, Chi Coin distributor in Newark, N. J. "Following in the successful wake of Jolly, Chicago Coin's release of several weeks back, Sporty is destined to become one of the country's most popular games."



KEENEY REMOTE SELECTOR WALL BOXES, installed in a Minneapolis location, help Wally and Verde Stapleton, dance team with Orrin Tucker's orchestra, enjoy a midnight snack with music recorded by Orrin Tucker's band. Picture was snapped while the dance team was in town for a personal appear-

Savoy Markets New Penny Game

BROOKLYN, May 11.—Savoy Vending Co. has introduced a new machine called the 1-cent Baseball Gum Vender. "It met with instant success when placed on sale in our offices," reports Dave Simon, head of the firm.

"The machine is just what operators have been looking for. It is a legal machine. It gets those extra sales-tax pennies and gets plenty of them. It has all the finest features for perfect mechanical performance. At the same time it is one of the most attractive venders ever introduced to the trade.

"It is legal because it automatically vends a ball of gum every single time for every coin inserted. At the same time there are separate compartments for the base hits to keep an accurate record. The machine has a 900 ball gum capacity. It has a new type of [illegible]itator that sprea[illegible]

QUIET . . . . .

and smoothly this machine operates without interference. No wonder the

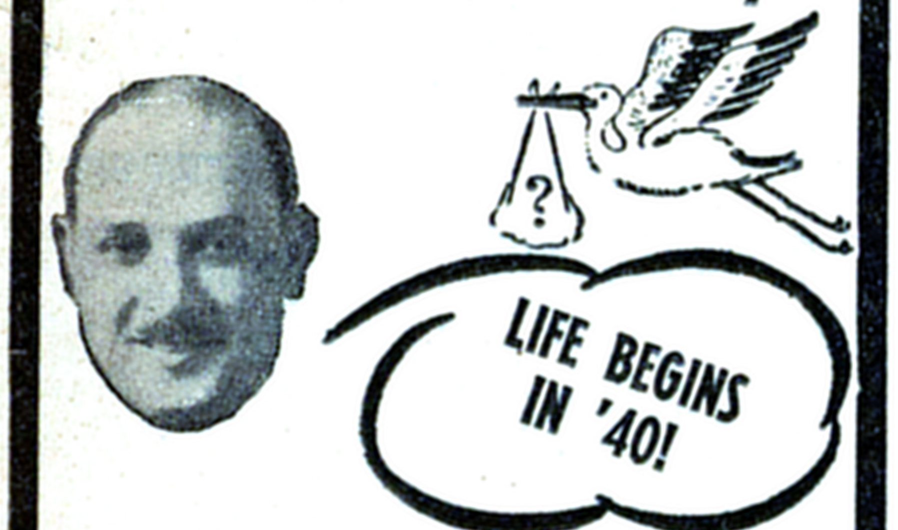
COLUMBIA GOLDAWARD CIGARETTE BELL

with discreet rear-payout

enables hundreds of operators to get big profits that might otherwise not be possible.
10 or 20 stop reels optional. Plays pennies, nickels, dimes or quarters. Write for special operator's prices.

GROETCHEN TOOL CO.
130 N. UNION ST., CHICAGO

CHARLEY MAYER Says:



? Watch for an Important "BLESSED EVENT" in the coin machine field— **SOON!** **?**

...BOARD GIVES YOU THE ONLY

...EEKLY

...SED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK

Two New Gottlieb Games Available

CHICAGO, May 11.—"Not one, but two of the snappiest Gottlieb numbers ever turned out head the 1940 hit parade," declares Dave Gottlieb, president of D. Gottlieb & Co. "They are Drum Major and Oh! Johnny.

"Drum Major, our latest release, is a brand-new idea in a novelty and free-play convertible game, introducing for the first time real skill operation in a game of its kind. It offers besides many brand-new innovations and provides six ways to win. For flashy appearance and snappy action it has no equal. The play from beginning to end has more action and surprises than have ever been put into a similar machine.

"In all location tests Drum Major shattered old records with its new appeal and amazing come-on. It makes a perfect companion game to Oh! Johnny and is taking its place as one of the outstanding hits.

"Oh! Johnny introduces a brand-new trend in coin machine operation and is capturing the country by leaps and bounds. Its new ideas are proving sensational and smart operators are quick to see its immense possibilities for increased earnings. In the West, where I have been spending several weeks, this remarkable game is going places. Both games, Drum Major and Oh! Johnny, are heading for the very top."

Mississippi

NATCHEZ, Miss., May 11.—Amusement machine business suffered a hard blow in this city with the tragic dance hall fire which cost the lives of 208 persons, caused injuries to others and destroyed the Rhythm Night Club on the night of April 23. Several phonographs were lost in the holocaust. Among the victims were several Negroes identified with the amusement machine business including Ed Frazier, owner of the club and Frazier's Cafe, where he operated machines of all types.

* * *

Among the foremost fire-fighters at the fatal fire was Sam Serio, of the Seramac Co. Sam was one of the first to arrive and last to leave the scene of the tragedy. He saved a number of lives, and while he lost a couple of machines in the blaze, he was one of the first to put down a donation to the Red Cross for rehabilitation and to help defray expenses of burying the dead.

* * *

Sam McCabe, partner of Serio, and big Bill Eidt were also among those battling the blaze and helping with rescue work. Both are members of the local fire department. Eidt, Seramac and La-Ark-Tex companies lost employees and members of employees' families in the fire.

* * *

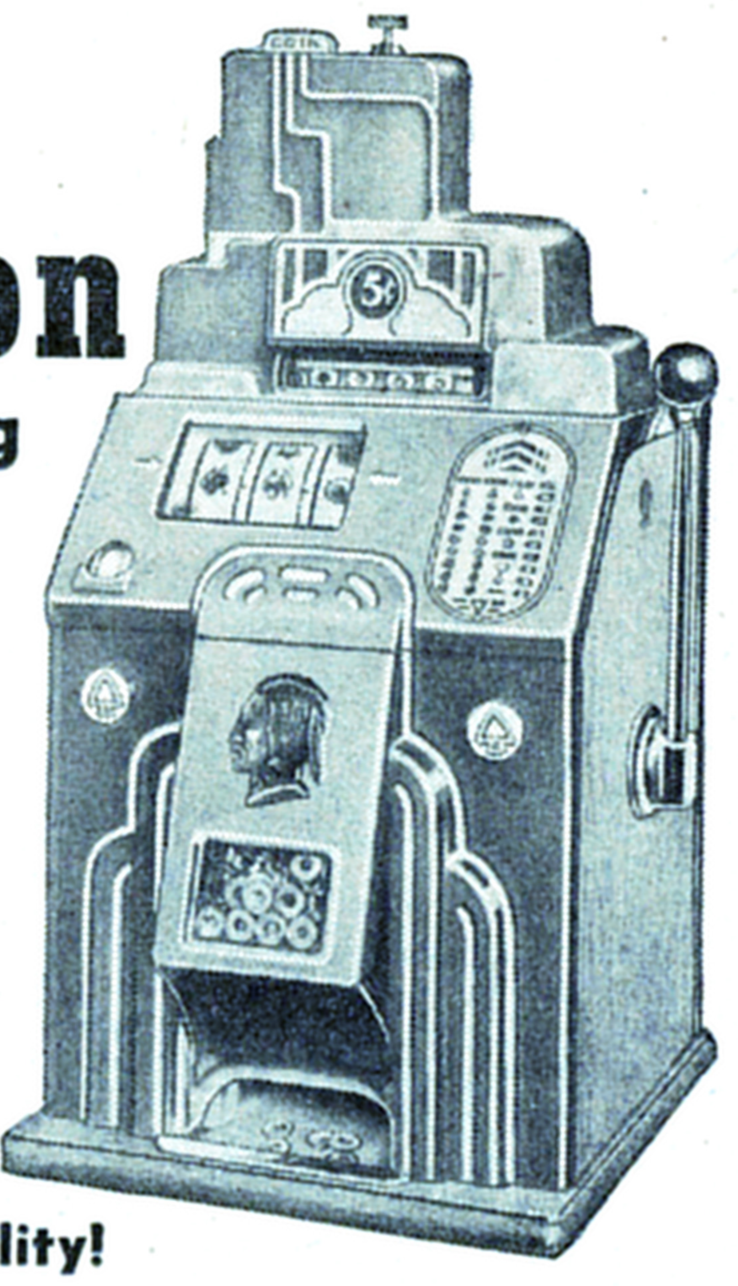
Mrs. Bonnie Belle Tucker, of La-Ark-Tex Co., has returned from a visit with her parents, Mr. and Mrs. B. M. Crumb, in Gloster, Miss.

* * *

Bill Eidt has a new band, Harry King Barth, at his Wind Mill Night Club. During intermissions the phonographs get big play.

100% Protection against cheating with

Double Protected
MASTER CHIEF



Slug Rejection—Plus Visibility!

Hundreds of operators agree that Jennings Master Chief is the one machine . . . that dominates the play on every location . . . gives years of trouble-free service . . . and just can't be cheated. And here are the reasons why—

- *Equipped with National slug rejector.* Eliminates 99% of all slugs.
- *Has famous Jennings visible escalator.* Detects the occasional slug that may slip by the rejector.
- *Plus these other Jennings features.* The famous one-piece removable mechanism. The heavy-duty clock. No bounce reels. And the clog-proof escalator. All features that mean years of smooth, trouble-free service.
- Drill-proof plates covering both sides and front are available for Master Chief at a slight additional cost. Specify when ordering.
- Start operating this cheat-proof machine now. Send for your sample Master Chief today.

O. D. JENNINGS & COMPANY
4309 West Lake Street
CHICAGO, ILLINOIS

OPERATORS *In Greater New York, Long Island and Southern N. Y. State*
ORDER EVANS' NEW, IMPROVED 1940

TEN STRIKE GOING GREATER THAN EVER!!

HERE'S WHY More Speed! More Accuracy! More Strikes! More Spares! New Totalizer Permits Top Score of 150 for 5 Frames! NO PRICE ADVANCE! Rush Your Order Quick!! Today!

WRITE FOR PRICES ON EVANS' SKI-BALL

FREE PLAYS		NOVELTIES		PHONOGRAPHS	
Big Six	$32.50	Variety	$12.50	Wurlitzer 616-A, Illum. Grille	$69.50
C. O. D.	45.00	Vogue	25.00	Wurlitzer 24	115.00
Flagship	40.00	Chevron	10.00	Wurlitzer 616, Illum. Top & Bottom, Ask for Circular	89.50
Supercharger	42.00	Spottem	8.00	Write for Complete List of All Games, Photos, Etc.	
Dandy	30.00	Dble. Feature	15.00		
Triumph	67.50				

1/3 With All Orders, Balance C. O. D., F. O. B. Brooklyn, N. Y.

BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y. (All Phones: EVergreen 8-4732)

BARGAIN PRICES—MACHINES IN A-1 CONDITION

CONSOLES

1 Jennings Good Luck with ch. sep. $ 59.50
1 Evans Lucky Lucre, with ch. sep. 97.50
5 Redhead Track Times, ticket mod. 32.50 ea.
1 Bally Royal Flush, ticket model 123.00
1 Bally Royal Flush, with ch. sep. 129.00
SAFES—40 Mills Single Sand Safes. 5.00 ea.
6 1940 Pace Fruit Reels with check separator $95.00 ea.
6 1939 Saratogas with ch. sep. 85.00 ea.
2 Bally Rays Track 22.50 ea.
SLOTS—20 Mills Melon Bells (like new) 39.50 ea.

FREE PLAY GAMES

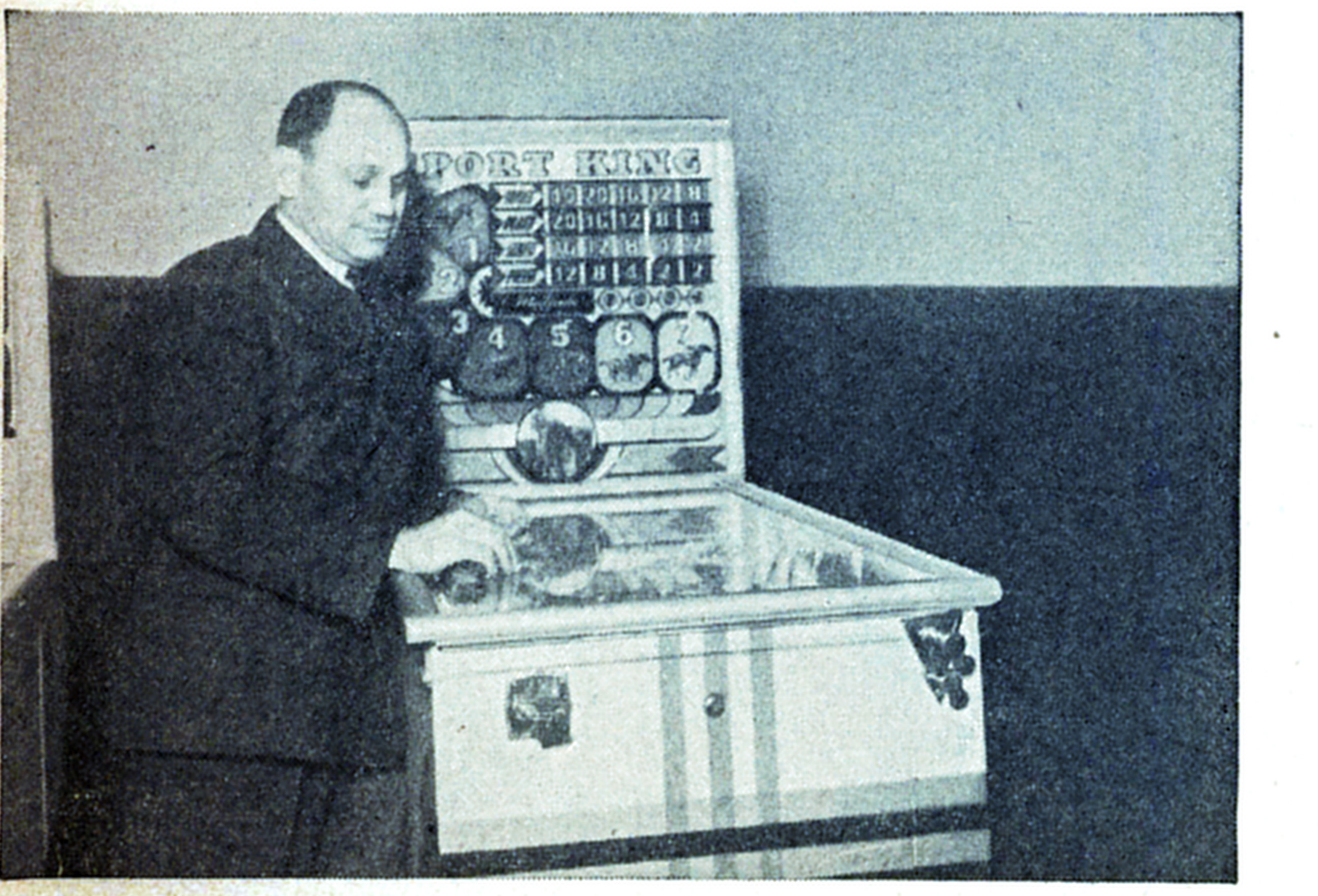
1 Avalon $19.00
1 Bally Supreme 19.00
3 Bally Dandys 25.00 ea.
1 Twinkle 20.00
2 Stoner Baseball $79.50 ea.
5 Baker 4-5-6 30.00 ea.
5 Bally Topnotchers 49.50 ea.
2 Bally C. O. D. 49.50 ea.
1 Bally Spottem $17.50

NOVELTY—
1 Peachy 17.50

COUNTER—10 Royal Flush Counter Game, $6.00 ea.; 10 Pick-A-Packs Cigaret Machine, $9.50 ea.

AMUSEMENT—2 Ten Strike, 1939 Models, $150.00 ea.; 3 Bally Alleys, $150.00 ea.; 1 Daval U-Bowl-It, $22.50.

WESTERHAUS AMUSEMENT CO. 3616 DARWIN AVE., CHEVIOT, OHIO.



"THE KING OF PAY TABLES," says Sam Taran, Mayflower Novelty Co., St. Paul, during recent visit to Bally Mfg. Co. plant. It is reported that he ar...nged for a large shipment of Sport King multiple games.

NATIONAL'S USED GAMES ARE RECONDITIONED TO LOOK AND WORK LIKE NEW!

FREE PLAYS!
Bang $19.75
Big Six 34.50
C. O. D. 48.50
Commodore 52.50
Follies of '40 56.50
Jumper 45.50
Top Notcher 39.50

EXPORT TO CANADA A SPECIALTY!

5% OFF on All Used Games for Full Cash With Order.

Write Today for National's NEWSETTE. Each Issue Loaded With Eye-Opening Specials! Get on Our Mailing List—It Will Pay You!!

NATIONAL NOVELTY CO., MERRICK, L. I.

Brighter than ever-

Brite Spot

Plenty of ways to win

Free Play $99.50 Convertible

Stoner Corp.
AURORA, ILLINOIS

Marvel, Daval's New Counter Game

CHICAGO, May 11. — Opening with numerous long-distance phone calls, wires, letters and personal visits, Al S. Douglis and Dave Helfenbein, along with Harry LeVine and other salesmen of the Daval Co., Inc., counter game manufacturers, are using election campaign methods to introduce the firm's latest counter game, Marvel.

"You'll marvel at Marvel, it's one of the greatest counter games ever built by us," Douglis, president of Daval, reports, "and that's saying quite a bit when you remember that the trade awarded us gold medals and plaques for the counter games we've manufactured in the past.

"The new features are all there. Some are just what operators have been asking for since the introduction of counter games. The clock we use in place of the pump or dash pot is of the same approved type as has been used on bells for over 40 years. It is located within the rest of the mechanism away from the cash box but is easily accessible for finger-touch adjustment when necessary to speed up or delay the length of spin of the reels.

"The cash box is roomy and separated from the mechanism. The token payout mechanism is the simplest and best in the business. A new and much more expensive baked enamel finish is featured on Marvel. The mechanism rides on roller-like studs, not a single screw holding it. Just slide it out and roll it right back in and you don't have to hold the handle in any special position to allow the mechanism to get back into the machine properly. Handle adjusts itself. Take it from me, we have a swell counter game in Marvel."

Robbins Offers New Penny Machine

BROOKLYN, May 11.—"When you take a steady money-making machine like a salted-peanut vender and add an attachment that makes the customers play the machine again and again, then you have a winner," says Dave Robbins, of D. Robbins & Co., Brooklyn.

"Last but not least," says Dave, "when you visit your locations and find the cash boxes loaded with pennies, then you know you have a winner! That's why operators who have placed our Derby Peanut Vender in locations are keeping us busy filling their reorders. The Derby Vender has six different horses in the glass globe and they perform a realistic race each time a penny is inserted in the machine.

"In addition to receiving the regular portion of peanuts for his penny, the player also gets the thrill of watching the horses race and trying to guess which horse will win. Where trade rewards are permitted the player receives extra value if a certain horse comes in first.

"Thousands of locations are available for Derby Venders. Were you looking for something new to stimulate business? The Derby Venders are answer!"

THE NEW

Card-O-Scale

Pace again leads with a Fortune Ticket Scale at a price you can afford to pay. Ticket scales have definitely proven to be the most profitable to operate. Why not operate the best for one-fourth the cost of others.

Write for Illustrated Circular and Prices

PACE MFG. CO., Inc.
2907 Indiana Ave.
CHICAGO, ILL.

Imp THE IDOL OF A MILLION PLAYERS!

Gum Vender. BeautifulRadio Cabinet, Cigarette Reels, Roto-Matic Coin Chute. TAKE IT FROM US, IT'S a Max "Th Dust $12.50 6 for

Birmingham Vending
2117 Third Ave., N., BIRMINGHAM,

FREE PLAY

Big Six	$32.00	Super Six	$60.00
Scoop	35.00	Supercharger	37.50
C. O. D.	43.00	Thriller	25.00
Fantasy	30.00	Twinkle	17.50
Flagship	38.00	Triumph	66.50
Headliner	22.50	Pick 'Em, Pl.	25.00

1/3 Deposit With All Orders, Balance C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-0140

IF IT'S COIN OPERATED * WE HAVE IT * NEW OR USED

CONSOLES		ARCADE EQUIPMENT		AUTOMATIC PAYOUTS	
Kentucky Clubs	$47.50	2 Oomphs, f.s.	$17.50	Stepper Upper	$75.00
25c Pace Saratoga	95.00	1939 Ten Strikes	139.00	Grandstands	89.50
2 5c Mills Sq. Bells	85.00	Bally Alleys	95.00	Feed Bag	49.50
3 Paces Races, Black	45.00	Tom Mix Rifle	49.50	Sport Pages	60.00
3 Paces Races, Brown	90.00	Seeburg Ray-o-Lite	59.50	1-2-3 Reversed	30.00
1 '39 Gallop. Dominoes	110.00	Chicken Sams	110.00	Across the Board	30.00
5 Tanforans	22.50	Bang-a-Deer	85.00	Quinellas	25.00
4 Jennings Derby Days	22.00	Casino Golf	55.00	Paddles	25.00
3 Jennings Pickems	50.00	Pencil Name Vender	35.00	Stoner's CHAMPS	30.00

Half Deposit — Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE, 2021 PROSPECT AVE., CLEVELAND, OHIO

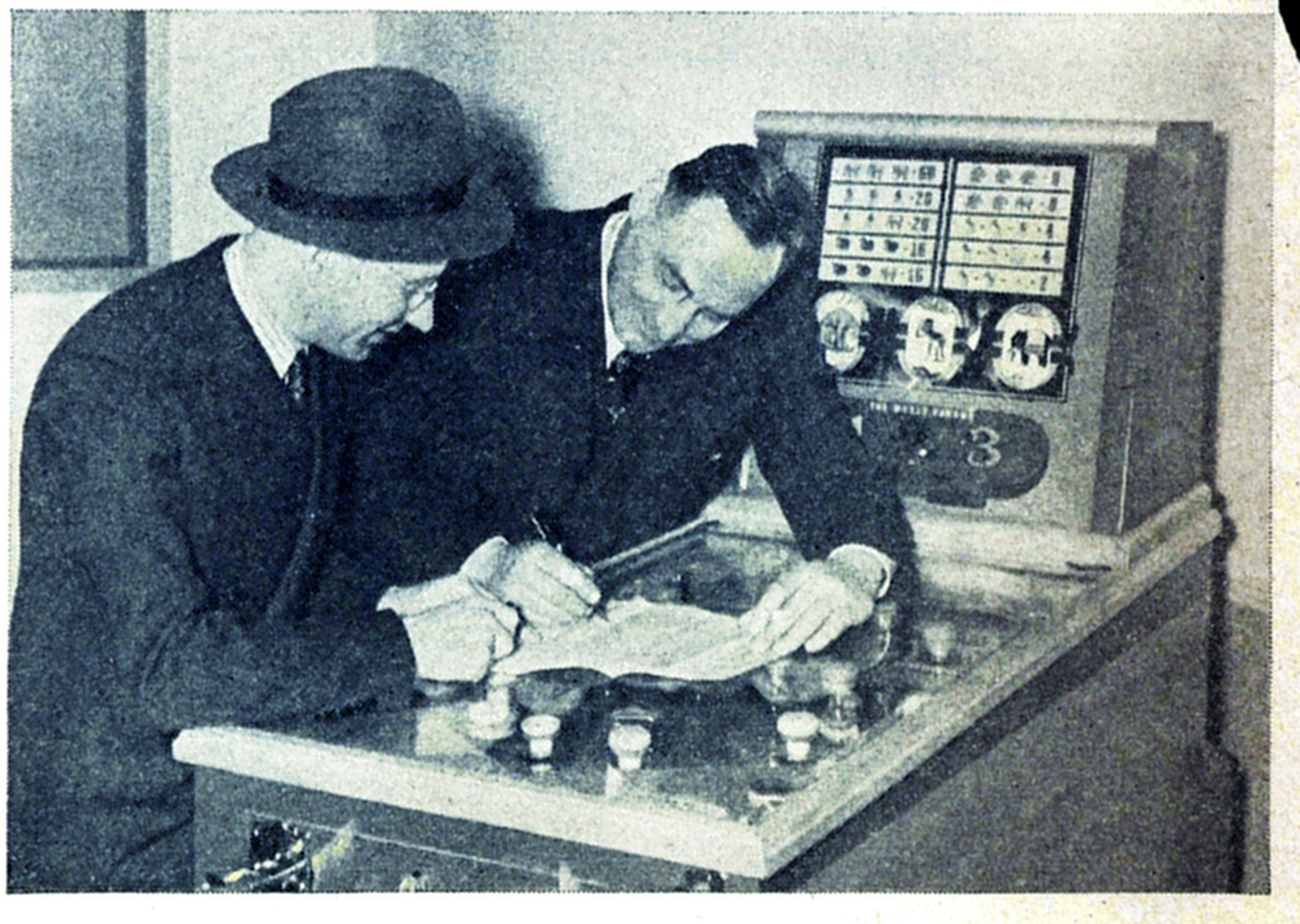
12 "EVANS" 1939 TEN STRIKES, LIKE NEW

Repacked in Original Cases

MAKE A REASONABLE CASH OFFER

Or will trade for late 5-ball "Free Plays."

THE R. F. VOGT DISTRIBUTORS
Cullen Hotel Bldg., Salt Lake City, Utah



OSCAR SCHULTZ, OF MILLS, gets another order from Les Martin, of Martin & Lindelof, Chicago music machine distributors. The machine in the picture is the Mills Novelty Co.'s 1-2-3.

Detroit

DETROIT, May 11.—V. Christopher, of the Ajax Novelty Co., who has been in Henry Ford Hospital for a minor operation, expected to be back on the road next week.

* * *

William J. McGuire, who once operated a cigaret vending route under his own name, with headquarters in Dearborn, is changing to the firm name of the Patterson Vending Co.

* * *

M. Y. Blum reports the new Bally ...mes going great in this territory.

* * *

Cecil Stuart, of the Automatic Amusement Co., Flint, Mich., reports a demand for Bally Charm and Glamour am... Flint operators.

* * *

...ry Weinberger, who operates his ...ess under the name of Harry's ...sement Co., is going into the bowl... alley field, adding new machines of ... class to his routes. Weinberger ... hitherto specialized in pin games ...d smaller amusement games, but is ...idently following the trend of the ...mes to the big games.

* * *

Henry C. Lemke, of the Lemke Coin Machine Co., was host Saturday to 70 operators, present and former employees and business friends in a double celebration at his home. Orchestra and entertainment were presented. The occasion was his 21st wedding anniversary and 41st birthday combined.

* * *

Herman Stein, newcomer to the music machine field, is organizing his business as the B & J Music Co. He has headquarters on Patton avenue.

* * *

Joseph M. Fair Jr., machine operator at Dearborn, Mich., reports several cases of damage to larger machines apparently received during shipment. Bowling alley and the ray gun type machines are the principal types showing damage. This appears to have occurred while the machines were in transit, and Fair was negotiating this week for settlement with the trucking company involved.

* * *

Wayne C. Lippert, of the Gold Star Mfg. Co., was on a tour of West Virginia this week.

* * *

Samuel Godfrey is entering the operating field in Detroit with a phonograph route. Headquarters are on Hazelwood avenue. He is at present confined to his home with a cold.

* * *

Warren M. Zerby, veteran Detroit operator, has dissolved the Freeland ...

...secretary of the Skill Game Operators Association, Zerby has withdrawn from the pin game field and is operating nut venders only. He reports business picking up in this field, depending strictly upon industrial employment.

* * *

M. Weinberger, who has headquarters on Virginia Park, is another new operator in the local field, going into the bowling alley line.

See Big Season in Denver Area for Games, Phonos

DENVER, May 11.—A good summer season is the forecast of operators and distributors in the Rocky Mountains region. Tourist bureaus in this area have been very active, and an $85,000 fund to attract tourist business has been subscribed to.

With Colorado and its many mountain resorts a real attraction for the tourist, the consensus of opinion is that this will be one of the best in many years for the summer spots. All of the operators expect the usual heavy play on music boxes and in the opinion of most operators pinball games, gun machines, bowling games, etc., will be good money makers.

L. D. Shulman, of Modern Music Co., says the resort business has been increasing every year and he expects this year to top them all, with pinball and gun machines definitely in the picture.

* * *

J. P. Blackwell, of Western Music Co., looks for a good summer, with music machines carrying most of the load.

* * *

Gano Senter, of Denver Sales Co., reports that he believes this year will be the best ever. A survey he made of tourist bureaus indicated the greatest influx of tourists in this area in many years, with advance reservations far ahead of past years.

* * *

Denver Distributing Co., represented by Gibson Bradshaw, says sales indications of the past week are that all locations will be more profitable from now on.

DISPLAY OF EXHIBIT SUPPLY CO. ARCADE MACHINES at Mike Munves' showrooms, New York. Munves specializes in arcade machines and always has a large stock on hand.

5 TIMES THE EARNINGS OF ORDINARY SLOTS!

Evans' 1940

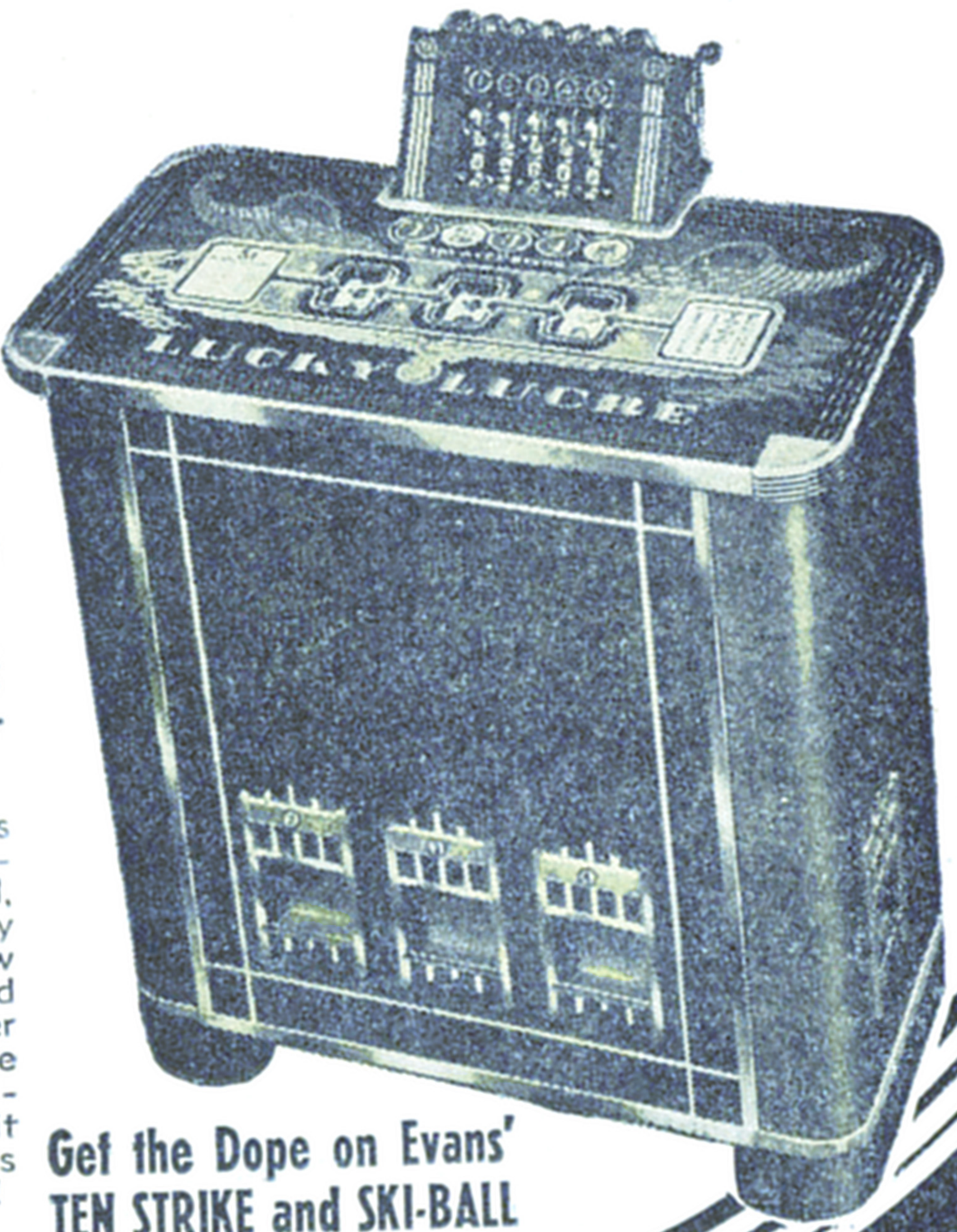
LUCKY LUCRE

5 "BELLS" IN ONE!

The original multiple play "Bell" type console! Greatest money-maker ever conceived! Earns 5 times the profits of a single machine . . . . with only ONE OVERHEAD!

5 persons may play at one time—has individual numbered slot and correspondingly numbered payout cup for each. Awards jackpot of $5 or more in nickels for each player!

Equipped with Evans' famous Galloping Dominos mechanism, silent, steel-shielded, tamper-proof, absolutely Bug-Free! Evans' new gyp-proof 5-coin head and dozens of other Evans sure-fire features. Available with Fruit Bell or Sports Symbols!

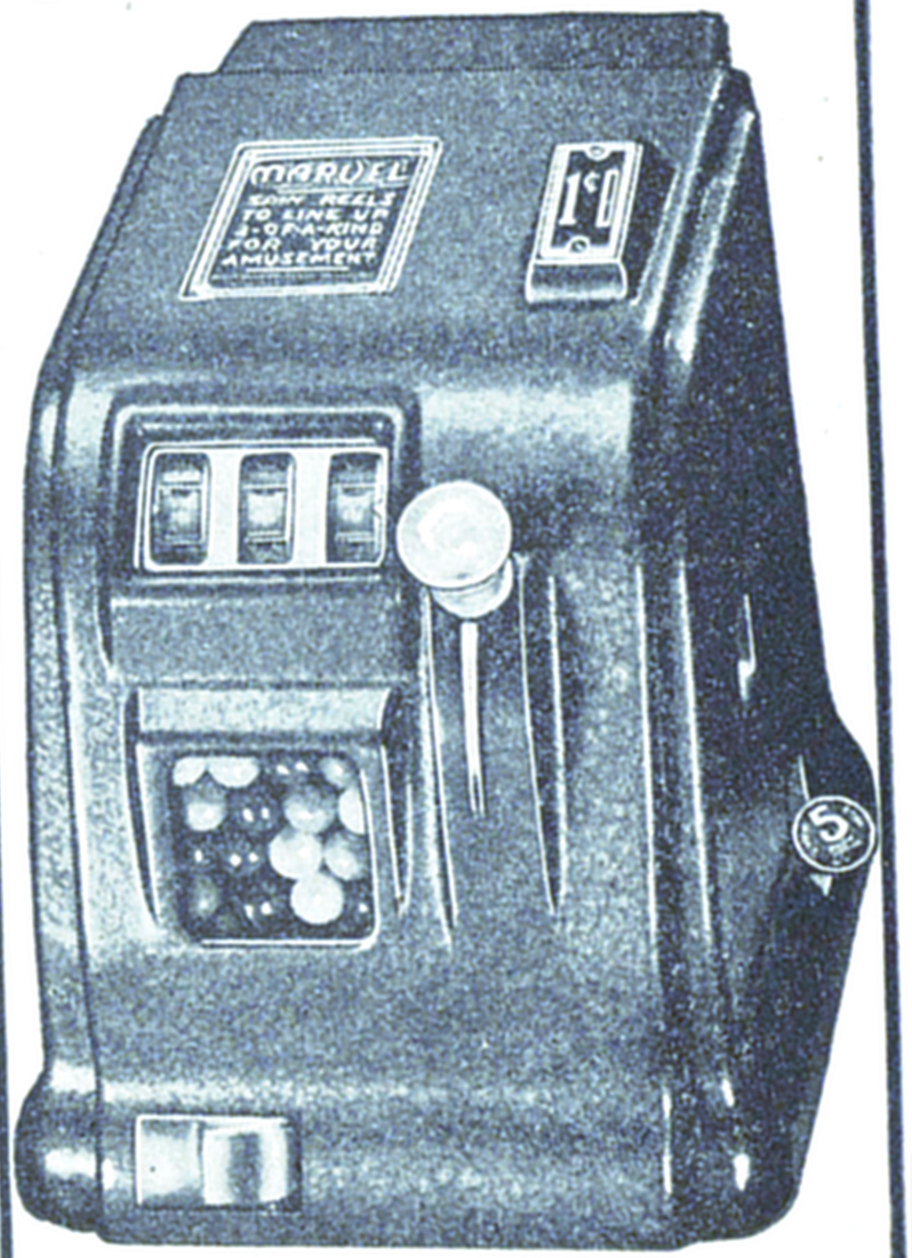


Get the Dope on Evans' TEN STRIKE and SKI-BALL

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

HERE IT IS!! THE SMALLEST TOKEN PAYOUT COUNTER GAME IN THE WORLD!!

MARVEL



$32.50 WITH BALL GUM VENDOR $34.50

BALL GUM, 15c a Box (100 pieces). CASE (100 Boxes), $12.75.

SICKING, INC.

1401 Central Parkway, Cincinnati, O.

IT'S A HIT!

Profits Pile Up Fast With

NATIONAL PASTIME

Harlich's Sensational New Baseball Board. Tickets are printed with 3-color action pictures of popular baseball stars. New big easy-to-punch, easy-to-read tickets for fast play. Action every minute! Surprise free play award feature.

Takes In $87.50 Aver. Payout $40.50 Aver. Profit $47.00

No. 1833—1800 Holes

Write For Information About This and Other Profit-Makers

HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILL.

You Can Always Depend on JOE ASH — *ALL WAYS*

Sensational Sale of FREE PLAY Games ! !

Big Town	$56.50
Bowling Alley	52.50
Buckaroo	22.50
Congo	64.50
Dble. Feature	17.50
Eureka	34.50
Fantasy	29.50
Flash	17.50
Follies	52.50
4-5-6	27.50
Gold Cup	84.50
Headliner	22.50
Lot-o-Fun	24.50

SPECIAL
ROXY
$57.50

SPECIAL
THRILLER
$23.50

Miami	$16.50
Midway	14.50
O'Boy	54.50
Ocean Park	27.50
Stop & Go	14.50
Supercharger	37.50
Super Six	52.50
Scorecard	57.50
Variety	24.50
Chicken Sam	$84.50
Bally Alley	59.50

1/3 Deposit With Order, Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

Keeney Releases Game, Score Champ

CHICAGO, May 11.—Bill Ryan, sales manager of the J. H. Keeney & Co. plants, has announced that his firm is releasing a new free-play machine. "After several months of hard work, research and experimentation, we are releasing what we think will prove to be one of the most sensational free-play games ever devised," he stated. "We are plenty excited about this new machine and feel that we have plenty of reasons to be excited. We call the machine Score Champ and it offers both players and operators more for their money.

"Players have six ways to win on Score Champ, and this increased possibility of winning has kept them playing game after game on test locations. They all like a game with a lot of life and action, genuine skillful winning opportunities.

"In Score Champ we've built a new feature that carries suspense from game to game. The reserve section score remains after each game and is carried over to the next play. This special inducement keeps 'em playing and playing. On Score Champ are Keeney's new-type live-power bumpers. Mechanical perfection is the keynote of Score Champ's construction, with Keeney's improved motor-driven foolproof step-ups leading the parade of mechanical refinements."

Grand National April Sales Up

CHICAGO, May 11.—Mac Churvis, of Grand National Sales Co., Chicago coin machine distributor, reports an increased volume of business for the month of April. "Sales resulting from contacts made as a result of advertising were more than gratifying and have extended to almost every State in the Union," he declared.

"We cannot refrain from repeating," continues Churvis, "that the reputation of any concern is based on an accumulation of impressions. Impressions are formed by our daily dealings with one another. Impressions are tremendously important in business. Why do you have a perfect confidence in one concern and avoid the other? Impressions—that's why."

"Grand National tries to create the proper impression in the minds of its operator customers and believes it has succeeded in doing so by giving them good clean equipment in the first place and by continuing to serve them speedily in the matter of shipments on new as well as used games."

BIGGEST SHOW HIT

IMP—

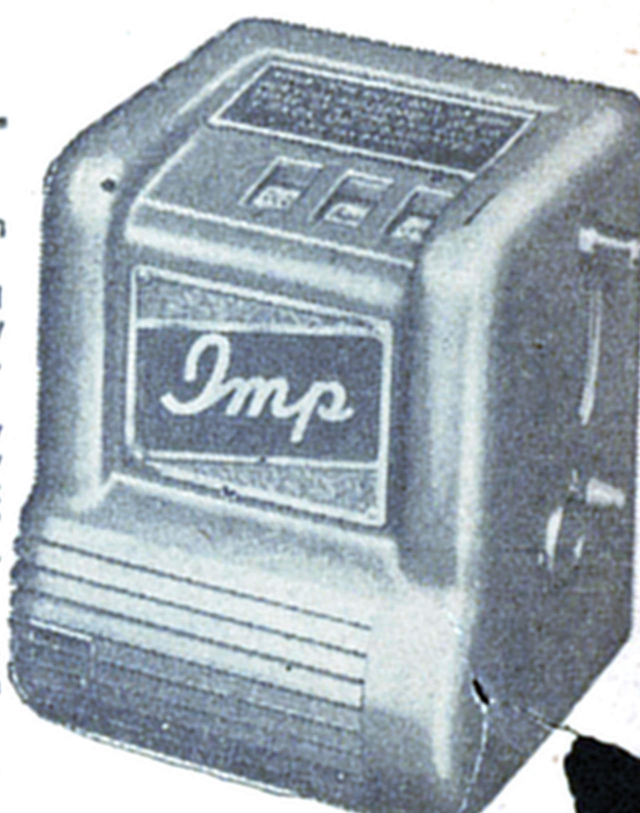
Radio Type Gum Vender.

A Natural for Every Operator.

Cigarette or Cherry Reels only 5½x5½x 6. IMP has Finest Coin Chute.

Will never clog. Price Only

$12.50



Carton of Six, $67.50, F.O.B. Factory
⅓ Cash With Order.

H. G. PAYNE CO.

312 Broadway, NASHVILLE, TENN.

FREE PLAY GAMES

Airport	$25.50	Lucky Strike	$87.50
Big League	69.50	Lucky	35.50
Big Town	75.50	Majors	19.50
Up and Up	17.50	Natural	12.50
Bubbles	16.50	Nippy	43.50
Big Six (Keeney)	42.50	Ocean Parks	32.50
Congo	77.50	Pick-Em	49.50
Contact	17.50	Rebound with new heads	27.50
Chief	16.50	Rink	14.50
Flagship	64.50	Roxy	59.50
Follies	55.00	Sports	41.50
Cowboy (Keeney)	32.50	Topper	24.50
Lancer	67.50	Triumph	84.50
		Jumper	39.50

1/3 Deposit With Order, Balance C. O. D.
Call, write or drive in for the above Reconditioned Machines. Many other bargains on Novelty Machines.

DOMESTIC NOVELTY CO.

202 "G" St., N. W., WASHINGTON, D. C.
Republic 0410

THE BILLBOARD GIVES YOU THE ONLY

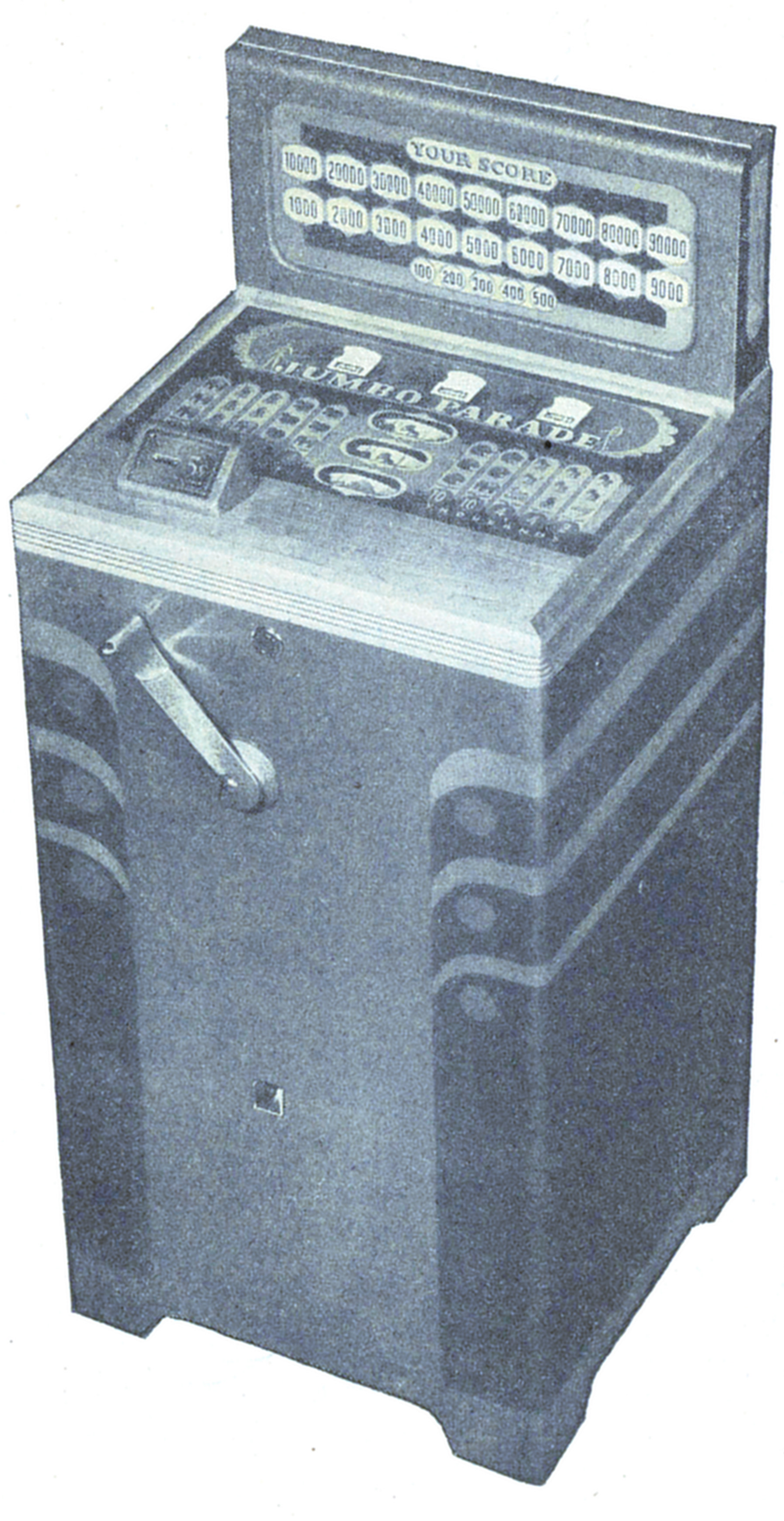
WEEKLY

NEW MACHINE ANNOUNCEMENTS

READ THE BILLBOARD EVERY WEEK

IT'S A Bell!

FOR NOVELTY TERRITORY



It's a Bell! As clean-cut, as real, as thrilling a Bell as was ever made. Just push that handle down ONCE and you'll know you're playing a BELL. But Jumbo Parade "Novelty" is designed strictly for operation in NOVELTY TERRITORY ONLY. It has no payout of any kind; works completely as a Free Play machine. Player drops nickel, and noiseless, highly illuminated Bell Reels spin. If the reels stop on a combination which agrees with chart, the "Your Score" scoreboard lights up and posts the amount of the free play in "thousands." Now the handle is tripped up for free plays in the proper number. Successive wins increase the score; failures diminish the score by one play. *On every play*, whether a free play appears or not, some *score is shown*, thus offering interesting consolation and side interest. The Scoreboard is visible and legible at a distance of fifty to seventy-five feet. Player may cancel his accumulated free plays and the fact be noted by the merchant; the machine keeps a complete report of all such transactions. Animal reels standard; fruit reels optional. The ideal machine for novelty operation. Totally unlike a Bell in appearance, it is identical with the Bell in its appeal. Your territory is waiting for this masterpiece of mechanical and psychological ingenuity. Order one with 10-day Return Privilege!

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois

JUMBO PARADE

Heavy Response to Western Big Prize

CHICAGO, May 11.—Don Anderson, sales manager of Western Products, Inc., xpressed amazement this week at the sponse to the announcement of West-n's latest release, Big Prize.

"We knew that operators would like his new machine of ours, for we've spent honths perfecting it," he stated. "We idn't realize, however, that the demand ould be so great during its first week.

"Operators see in Big Prize an unusual portunity to clean up this summer fall, for it offers players more than y've ever before had in a payout chine.

A mystery jackpot raises excitement fever pitch during the entire time ayer is playing Big Prize. The game six-coin multiple, thus gives opers splendid opportunity for in- earnings during every game The console-type cabinet is l in appearance and adds con- y to the attractiveness of any

"Sales of Western's Deluxe Baseball have kept on at their breath-taking pace. This machine, without question, is America's most popular and biggest money-maker."

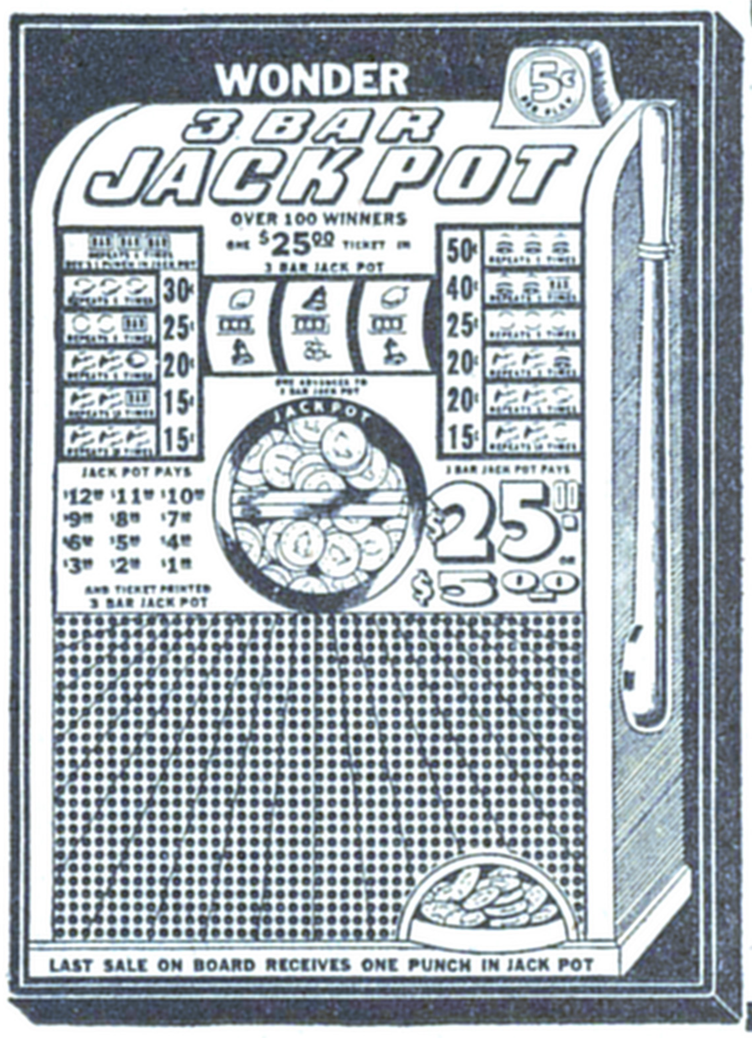
Forecasts Big Summer Season

CHICAGO, May 11.—Al Stern, Monarch Coin Machine Co. executive, is predicting one of the coin machine industry's biggest summers.

"In my opinion," he said, "we are coming upon a summer that will set coin machine history. From a standpoint of sales we believe that 1940 will see more records shattered than in any one previous year. Credit must be given the coin machine manufacturers for releasing finer equipment during the past year. Their sales have proved that it pays.

"With better equipment to start we find that our excellent reconditioning processes take less time, the result being that operators are able to purchase equipment from us."

JACK R. MOORE CO. ORGANIZATION, representing Portland, Seattle, San Francisco and Salt Lake City offices, recently attended Annual Jack Moore Sales Convention at Portland. Jack Moore and nkins, sales manager of Bally Mfg. Co., are at extreme left.



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in $51.25
Pays out $27.76—Average Profit $23.49

PRICE **$1.88** *EACH*

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot at. $2.40
1200 hole F-5275-Horses at....... 2.85
800 hole F-5270-Pocket Dice at.. 1.76
720 hole F-5255-Pocket Jack at.. 1.41
600 hole F-5305-Royal at....... 1.59

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS

All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations.

Rock-Ola 1939 De Luxes	Write	Bally Alleys, Late Models	$99.50
Rock-Ola 1939 Standards	Write	Seeburg Ray-o-Light Chicken Sams	$99.50
Seeburg 1938 Regals	Write	Evans Ten Strikes	Write
Seeburg 1938 Rexes	$89.50	Groetchen's Metal Typer	Write
Rock-Ola 1938 Monarchs	Write	Rock-Ola Ten Pins	Write
Wurlitzer 616, Jacob's Grille	$74.50	Bally Gold Cups, Free Plays	$89.50

Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains. Send for Free Copy Today.

BADGER NOVELTY COMPANY
2546 N. 30TH STREET, MILWAUKEE, WIS.

QUALITY SPEAKS FOR ITSELF

ONE-BALL FREE PLAY		FIVE-BALL FREE PLAY		Payout CONSOLES & TABLES	
Gold Cup, like new	$120.00	Rebound	$37.50	1938 Kentucky Clubs	$47.50
Carom	27.00	Chevron	29.50	Derby Time	45.00
Across-the-Board	39.00	Variety	40.00	Across-the-Board	29.00
Arlington	32.50	Champion	39.50	Dark Horse	22.00
Center Smash	27.00	Topper	37.50	Pamco Rosemont	17.50
Pot Shot	35.00	Jumper, like new	52.50	Fairgrounds	22.50
Congo, floor sample	99.50	Twinkle	29.00	Thistledowns	87.50
Exhibit Bowling Game	99.50	Follow Up	25.00	Grandstands	89.50
Bally Alleys, new	Write	Bang	27.50	Sport Pages	59.50
Bally Alleys, used	Write	Avalon	24.00	New Payouts and Novelties.	

All Games Reconditioned Both Mechanically and in Appearance.
1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVE., CLEVELAND, OHIO

Advertise in The Billboard—You'll Be Satisfied With Results.

MERRY-GO-ROUND

REALISTIC • ILLUMINATED MINIATURE MERRY-GO-ROUND ON PLAY BOARD THAT REALLY GOES ROUND

WORTHY COMPANION TO 'SHORT STOP'

Here you see the 'MERRY-GO-ROUND' go round, round, an' round . . to FAST BALL ACTION . . . UNIT PASSENGERS hop on and off 'MERRY-GO-ROUND'—to score thousand and thousands on Score Board.

A HIGH SCORE • FUN to PLAY GAME with COLORFUL CARNIVAL ANIMATION

'MERRY-GO-ROUND' . . . LOOKS ENTIRELY NEW and DIFFERENT than that popular money-maker "Short Stop", but incorporates the same MECHANICAL PERFECTION . . . the same EASY-to-UNDERSTAND, FUN to PLAY ACTION. It's the same player appealing game—properly scored—to give you a greater Profit Maker. Get Yours NOW!

FREE PLAY 104.50 CONVERTIBLE

ORDER FROM YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO

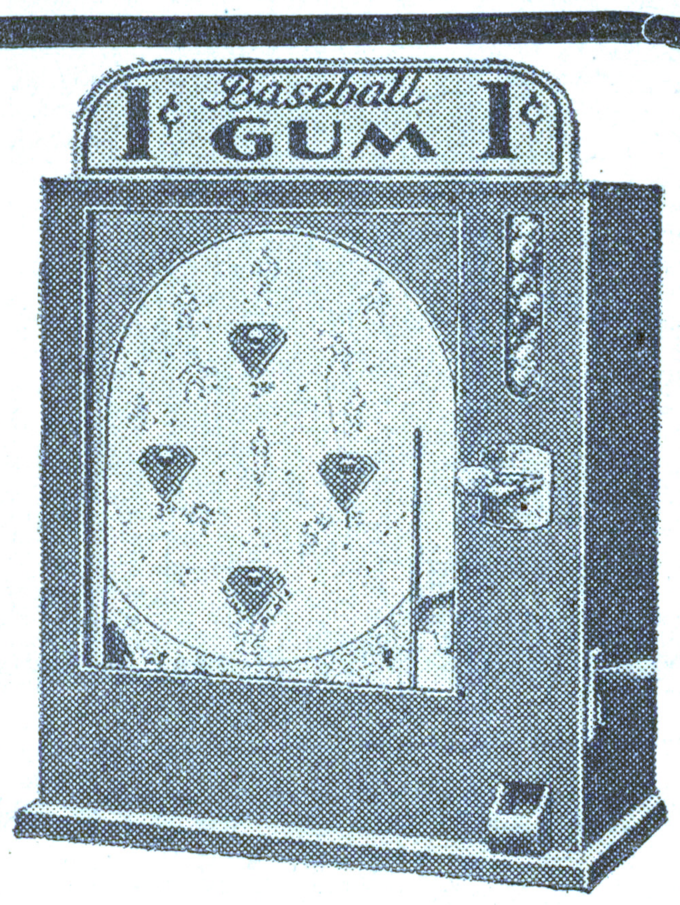
SHORT STOP TOP PRODUCTION CONTINUES WITH NO LET UP IN SIGHT | 1940 FREE PLAY BOWLING GAME WITH HIGH SCORE FOR THE WEEK FEATURE 119.00 | CONGO 1 or 5 BALL CONVERTIBLE THREE COIN MULTIPLE FREE PLAY or PAY OUT MODEL Write for Price

1c BASEBALL GUM VENDOR

A TERRIFIC MONEYMAKER ON ANY LOCATION

1. Capacity 900 Ball Gum.
2. Positive automatic delivery of gum on every coin.
3. New type agitator in gum container.
4. Separate compartments for all base hits to give accurate record.
5. Hand release for base hits.

SAMPLE $19.50
5 OR MORE, $17.50
DISTRIBUTORS . . WRITE FOR SPECIAL DEAL.



LEGAL EVERYWHERE!
RUSH YOUR ORDER QUICK!!

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

HERCULES HURRICANE OF VALUES

FREE PLAY SPECIALS

Bang	$14.50	Lucky	$29.50
Keen-a-Ball	17.50	Lancer	37.50
Twinkle	17.50	C. O. D.	39.50
Cowboy	18.50	Flagship	42.50
Thriller	21.00	Sto. Baseball	44.50
Big Six	27.50	Triumph	64.50

1/3 With All Orders—Bal. Shipped C.O.D.

When you buy from US you are playing SAFE. For practically the same money you would pay for average used games you can buy GUARANTEED GAMES from us that are thoroly and expertly reconditioned. We do not buy used games for resale.

HERCULES MACHINE EXCH., INC., 1175 BROAD ST., NEWARK, N. J.

I. L. MITCHELL & CO.

COIN OPERATED MACHINES AND SUPPLIES

THIS WEEK'S SPECIAL — PERFECT CONDITION
F. P.—HEADLINERS $25.00
SCIENTIFIC'S SKI JUMP 65.00
WRITE FOR COMPLETE LIST PHONE: GLENMORE 2-5450.
1070 Broadway, BROOKLYN, N. Y.

Torr Busy With Grip Machines

PHILADELPHIA, May 11.—Roy Torr claims you can't always be right. Recently he commented that the market was oversold on grip-testing machines, but since taking on the national distributorship for Universal Grip Scale, Torr happily broadcasts: "My mail has been literally choked with orders for Universal Grip Scales. This efficient money-maker is proving a sensation."

Torr stated that extra help was being put on to facilitate present demands.

Bill Pinsker Takes Ball and Chain Vow

CHICAGO, May 11.—Bill Pinsker, one of the top men at the Morris & Davidson Advertising Agency, will be married tomorrow (12) to Sylvia Sax, "long the shining light," declares Bill.

Bill will adopt the ball and chain willingly, he reports. Friends and fellow employees of the agency report that Bill has been unduly excited the past several weeks. It is reliably reported that Bill, whose usual forte is the preparation of advertisements for such he-man proposition as coin machine firms, has been busy in such women's magazines and home furnishing magazines as display the type of domesticity he is seeking.

The M. & D. employees declare that he has attempted to state that he is merely studying the advertising technique of these magazines. "We're not fooled, tho," they said. "Bill has sort of slipped during the past few weeks into a definite pattern in writing ads—yeh!—as if he's describing the idyllics of married life."

The Pinskers will be at home in approximately two weeks.

J. H. WINFIELD CO.

1022 Main St. BUFFALO, N. Y.

BUFFALO'S distributor of Wurlitzer Phonographs and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and recondit[illegible] Novelty and Free Play Machines on [illegible] at all times.

BIGGEST SELLING
'Cause It's
BIGGEST EARNING
Western's Deluxe
BASEBALL

WESTERN PRODUCTS, INC.
925 W. North Ave.
Chicago, Ill.

THE NEW BLACKSTONE
COIN PACKER

Count and wrap $12.00 in nickels per minute — new double speed, two barrel coin packer. Penny, nickel and dime sizes. Price $1.50.

Blackstone Coin Packer Co.
208 King St. Madison, Wis.

GET IN THE "DOUGH-RE-MI"! Oh! Johnny

A COMBINATION HIGH SCORE GAME WITH SENSATIONAL NEW INNOVATIONS!

•

Smart Money is Definitely Going on this One!

•

EARNINGS ARE TREMENDOUS!

Try One — You'll Soon Learn Why!

CASH IN QUICK!

NOVELTY or FREE PLAY (Convertible)

IMMEDIATE DELIVERY

LEADS THE PARADE OF HITS! DRUM MAJOR

A REVOLUTIONARY NEW SKILL GAME THAT TOPS 'EM ALL!

•

Snappy Appearance! Snappy Play!

•

6 WAYS TO WIN!

$99.50

FREE PLAY (Convertible)

Back in Production! DE LUXE GRIP SCALE

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

BERT LANE Says:

ORDERS, ORDERS EVERYWHERE FOR

CADILLAC

. . AND NOT A ET-UP IN SIGHT!

ET YOURS NOW!

EABOARD SALES, INC.

619 Tenth Ave., New York
Phone, WIsconsin 7-5688

New N. Y. Coin Machine Firms

ALBANY, N. Y., May 11.—The Kar-Mak Automatics, Inc., of Queens County, and the Amsterdam Coin Machine, Inc., of New York, are two recently formed machine enterprises issued charters of incorporation by the secretary of state.

The former company has a capital of 200 shares of stock and the following shareholders: Louis Gischner, Mary F. Flaherty and Helen Rosenstock.

The latter concern has a capital of 50 shares of stock. The stockholders and promoters are Gerald G. Schwartz, Morris A. Shulman and Roslyn Moskowitz, New York.

SPECIALS! SPECIALS!

TEN STRIKES, 1939 MODELS, $125.00.
SKEE-BALL-ETTES—WRITE FOR PRICE!

FREE PLAYS		FREE PLAYS		AUTOMATIC PAYOUTS	
Chicken Sams	$89.50	Airliner	$27.50	Grandstands	$75.00
Gold Cups	87.50	Airport	25.00	Derby Clock	42.50
Congo	72.50	Twinkle	25.00	Hot Tip	32.50
Lucky Strike	62.50	Cowboy	25.00	Derby Champ	29.50
Super Six	59.50	Hold Tight	22.50	Aksarben	25.00
Lancer	57.50	Circus	22.50	Flasher	25.00
Flagship	55.00	Major	22.50	Quinella	25.00
Supercharger	49.50	Zip	20.00	Stables	25.00
Scoop	42.00	Alps	20.00	Fairgrounds	19.50
Lucky	37.50	Chevron	20.00	Fleetwood	19.50
Sports	35.00	Contact	16.50	Preakness	17.50
Rebound	32.50	Box Score	14.50	Classic	17.50
Black Out	32.50	Rink	14.50	Arlington	17.50
Buckaroo	27.50	Triple Play	11.50	1937 Skill Times	37.50
Arrowhead	27.50	Taps	20.00	El Dorado	49.50

1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

MICHIGAN OPERATORS

IMMEDIATE DELIVERY

BALLY GLAMOUR—BALLY MASCOT BALLY CHARM—BALLY ROYAL DRAW

Trade-Ins Accepted on Above.
Get Our Prices on New and Used Equipment.

M. Y. BLUM V. CHRISTOPHER J. A. PASSANANTE

AJAX NOVELTY CO.

2707 Woodward Ave., at Sproat Cadillac 1761 Detroit, Mich.

FREE PLAYS

Ocean Park	$22.50	Super Six	$57.50
Scoop	34.50	Supercharger	39.50
Pick 'Em	39.50	Commodore	52.50
Jumper	24.50	O'Boy	49.50
Topper	19.50	Golden Gate	19.50
Triumph	70.00	Zip	14.00
Red Hot — Write for Price		Flash	14.00
Lucky	34.50	Sto. Baseball	52.50
Bang	16.00	Rebound	22.50
Contact	14.00	Roxy	62.50
Congo	77.50	Conquest	19.50
Big Six	29.50	High Flier—Write for Price	
Thriller	24.50	Bally Bull's Eye	97.50
Chevron	14.00	Sports	34.50
Spottem	14.00	Buckaroo	29.50
Variety	24.50	Cowboy	22.50
Scorecard	59.50		

1/3 With Orders, Balance C. O. D.

GEORGE PONSER CO.
11-15 E. RUNYON ST., NEWARK, N. J.

WEEKLY SPECIAL

ck-Ola World Series, reconditioned
ke new ....$44.50 Ea.
ee Play Genco Lucky Strike .... 39.50 Ea.
lly Alley (floor sample) 89.50
st. Bowling Machines—Cheap.
ve Ball Novelty Machines ..... 7.50 Ea.

SEND FOR LIST.
1/3 Deposit—Balance C. O. D.

ER SALES COMPANY 3307 Armitage Ave., CHICAGO, ILL.

GRAND GAMES at the RIGHT PRICES

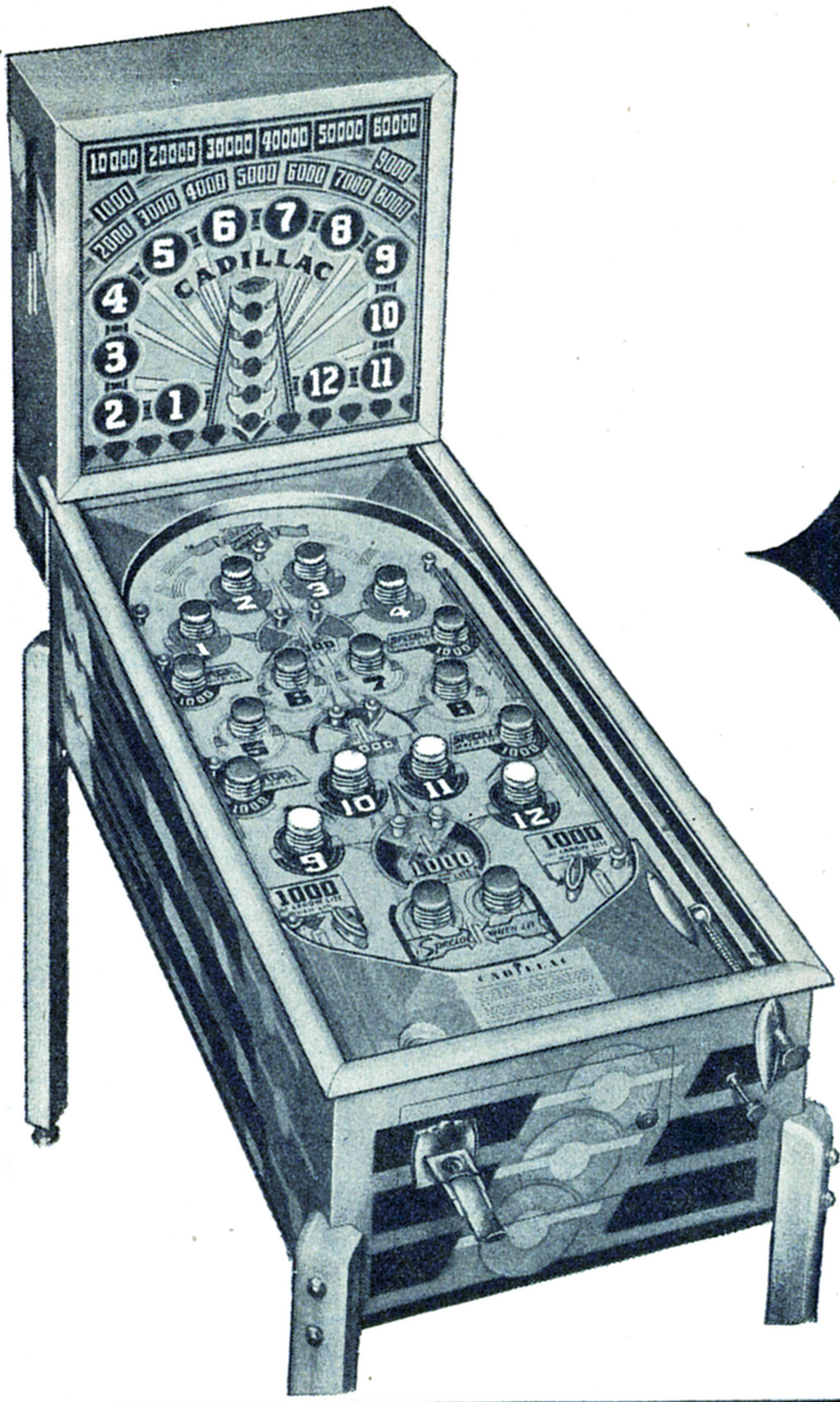
GRANDSTANDS	FOLLIES	GOLD CUPS	CONGOS	GINGERS
Thistledowns	Roxys	Headliners	Roller Derbys	Sparks
Sport Pages	Vogues	Luckys	Top Notchers	Columbias
Hawthornes	Bangs	Spottems	Pickems	Vest Pockets
Winning Tickets	Chevrons	Super Sixes	Rebounds	Q. T.'s
Track Records	Chubbies	Varietys	Thriller	Bally Baby
Aksarbens	Conquests	Trophys	Lancer	Spin-a-Packs
Pot Shots	Dandys	Follow Up	Fair	Mill Wheels
1-2-3s, P.O.	Contacts	Bowling Alley	Airliner	Over 100 Counter Games at $3.00 and Up.
Classics	Flash	Avalon	C. O. D.'s	
And Many Others	Gems	Jumpers	Pyramids	
	Requests	Stop & Go	Super Chargers	

For immediate delivery: Bally—Sport Special, Sport King. Glamour. Gottlieb—Skee-Ball-Ette. Oh Johnny. Genco Cadillac. Exhibit Short Stop. Chicago Sporty.

WRITE FOR OUR NEW PRICE LIST

YOUR USED EQUIPMENT ACCEPTED IN TRADE

GRAND NATIONAL SALES CO.
2306-08 W. ARMITAGE, CHICAGO



I'M CADILLAC....
FROM COAST TO COAST
OPS CALL ME
ABSOLUTELY
TOPS IN
EARNINGS!

*
SUPER-SENSATIONAL HIT BY GENCO, INC
2625 NO. ASHLAND AVE., CHICAGO, ILL.
ONLY $99.50 FREE GAME CONVERTIBLE!

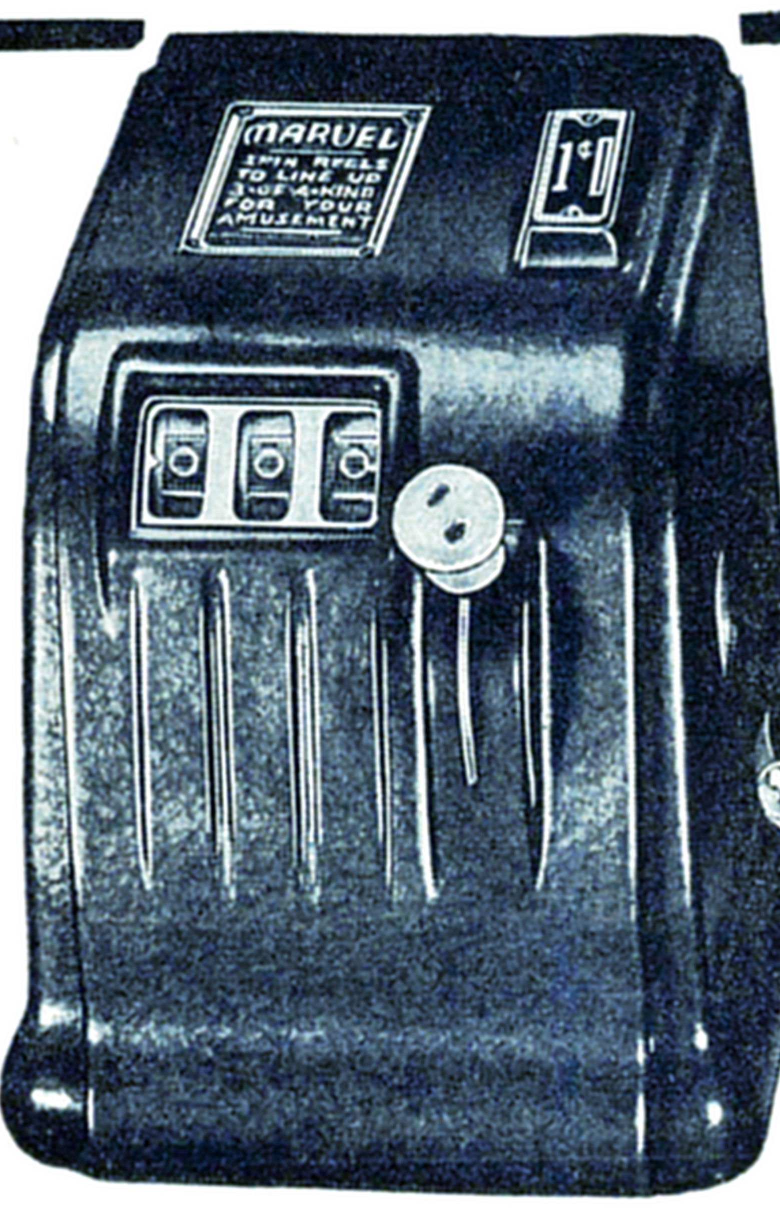
WE'RE DELIVERING..

MARVEL

THE TOKEN PAYOUT
COUNTER MACHINE
OF 1945

Only $32.50 WITH BALL GUM VENDOR, $34.50.

RUSH YOUR ORDER!



BANNER SPECIALTY COMPANY
1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.

GUARANTEED RECONDITIONED MACHINES
ALL FREE PLAYS

Sto. Baseball	$50.00	Davy Jones	$15.00	O'Boy	$50.00
Bang	17.00	Follies	50.00	Punch	44.00
Buckaroo	27.00	4-5-6	35.00	Roxy	62.00
Big Six	34.00	Fantasy (pl.)	37.00	Sports	35.00
Bowling Alley	47.00	Fantasy, J.P.	47.00	Supercharger	42.00
Blackout	35.00	Flagship	45.00	Super Six	58.00
Big Show	57.00	Home Run	68.00	Triumph	70.00
Big Town	42.00	Jumper	25.00	Thriller	25.00
Big League	58.00	Keen-a-Ball	23.00	Up & Up	15.00
Cowboy	23.00	Lancer	45.00	Variety	25.00
C. O. D.	44.00	Lot-o-Fun	20.00	Vogue	30.00
Commodore	53.00	Lucky	36.00	White Sails	35.00
Dandy	18.00	Nippy	38.00	Jolly—Write for Price.	

1/3 With Order, Balance C. O. D., F. O. B. Newark, N. J.

NEWARK COINO, 107 MURRAY ST., NEWARK, N. J.

Bally Mascot Wins Praise

CHICAGO, May 11.—"When slow collections get your goat," urges George Jenkins, sales manager of Bally Mfg. Co., "try a lucky Mascot. And I don't mean just any old dog, cat, parrot, monkey or other miscellaneous mascot; I mean the greatest Mascot on four legs—Bally's new Mascot convertible free-play novelty game.

"Mascot features high score, plus 'spot-tem skill' appeal, plus the new Mystery Mascot idea—a clever combination of mystery and skill. The four-ways-to-win play appeal has already won praise from operators who have watched how players gravitate to Mascot. As one prominent Eastern operator said, 'Mascot means luck in any language, and when you count your first Mascot collection you know that Bally's Mascot is the biggest piece of luck that has come your way in years!'"

Locations Bright With Brite Spot

AURORA, Ill., May 11.—"It's brighter than ever," said C. R. Adelberg, sales manager of Stoner Corp., in commenting on his company's latest hit, Brite Spot.

"Brite Spot started off with a blaze of glory and has gained momentum each day. We believe that this is certainly definite evidence that operators are finding Brite Spot the hit of the season. But a game that has all the fascination and interest of Brite Spot is bound to be a success.

"It has the intriguing high-score principle with plenty of ways to win, a graduating odds feature and a special award when lit roll-over which keeps the interest right up to the last second of play. In addition there are new-type bumpers that add new zip to the playing action and an intriguing new sound effect that adds thrills and excitement.

"It's truthfully the Brite Spot of every

WEEKLY SPECIAL!

Seeburg Selectophone	$ 15.00
Seeburg A & B	49.50
Mills Dance Master Deluxe	15.00
Rockola 16	34.50
Rockola Imperial 20	59.50
Wurlitzer P-12	22.50
Seeburg Rex	85.00
Seeburg Royal	110.00
Seeburg Gem	134.50
Seeburg Regal	155.00
Seeburg Casino	139.50
Seeburg Plaza	149.50
Seeburg Mayfair	169.50
Seeburg 1939 Vogue Marbl-Glo	185.00
Seeburg 1939 Classic Marbl-Glo	199.00
Seeburg 1939 Classic Walnut	189.00
Rockola 12 Regular	22.50
Seeburg Chicken Sam with Base	124.50

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave.,
MILWAUKEE, WIS.

MILLS Distributor
PHONOGRA[illegible]
CONSOLES
BELLS
TABLES

KEYSTONE NOVELTY & MFG.
26th & Huntingdon Sts., Philadelp[illegible]

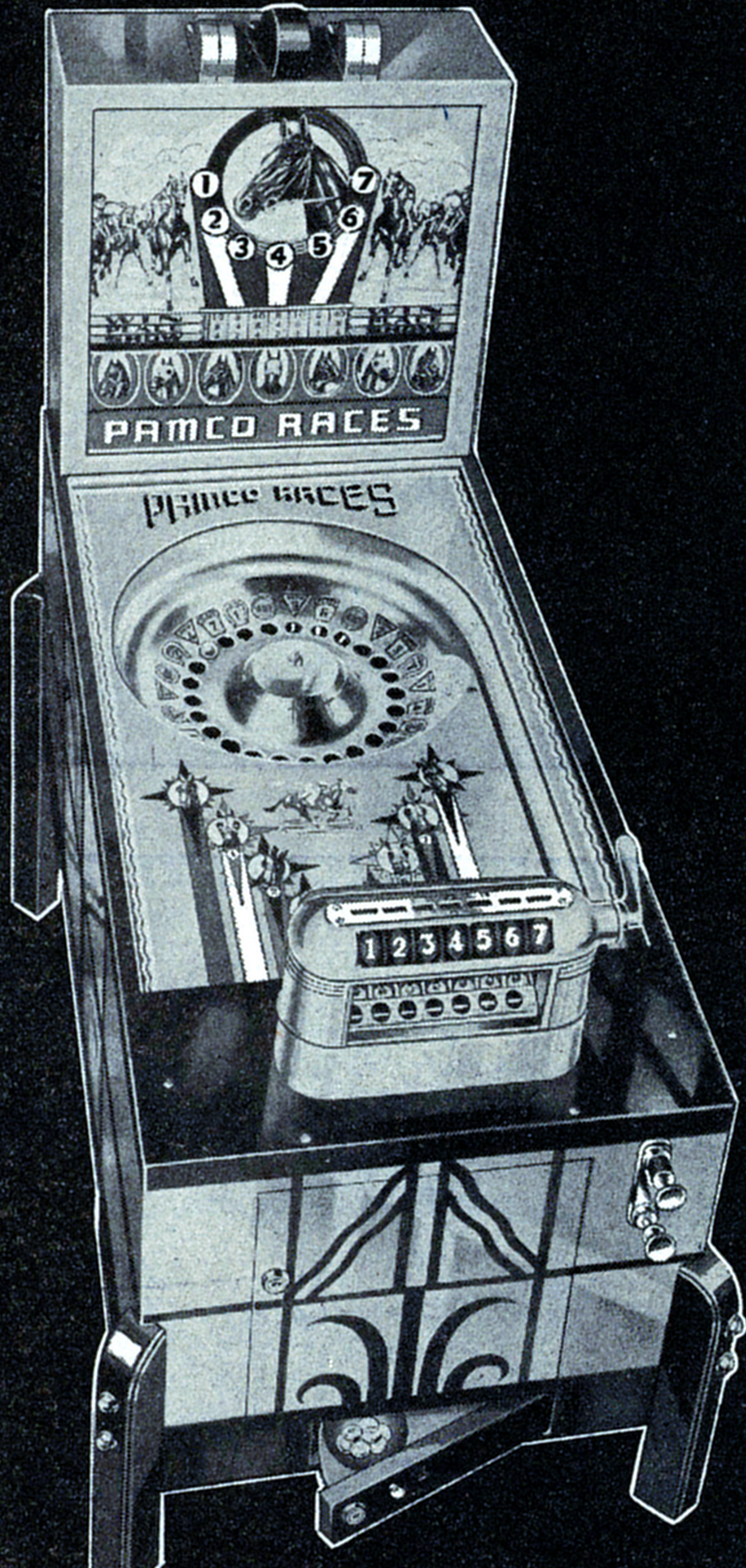
RECONDITIONED SLOT MACHINES

10-Cent Mills Extraordinary	$[illegible]
50-Cent Mills Blue Front	[illegible]
5-Cent Mills War Eagle	[illegible]
10-Cent Mills War Eagle	[illegible]
5-Cent Mills Gold Award	[illegible]
5-Cent Pace All Star Comet	3[illegible]
10-Cent Pace All Star Comet	3[illegible]
5-Cent Pace Kitty	4[illegible]
10-Cent Pace Kitty	4[illegible]
5-Cent Jennings Chief	[illegible]
10-Cent Jennings Chief	[illegible]
25-Cent Jennings Chief	[illegible]

One-Third Deposit.
Write for Our Complete List.
WANTED—ARCADE MACHINES
Automatic Coin
Machine Corporatio[illegible]

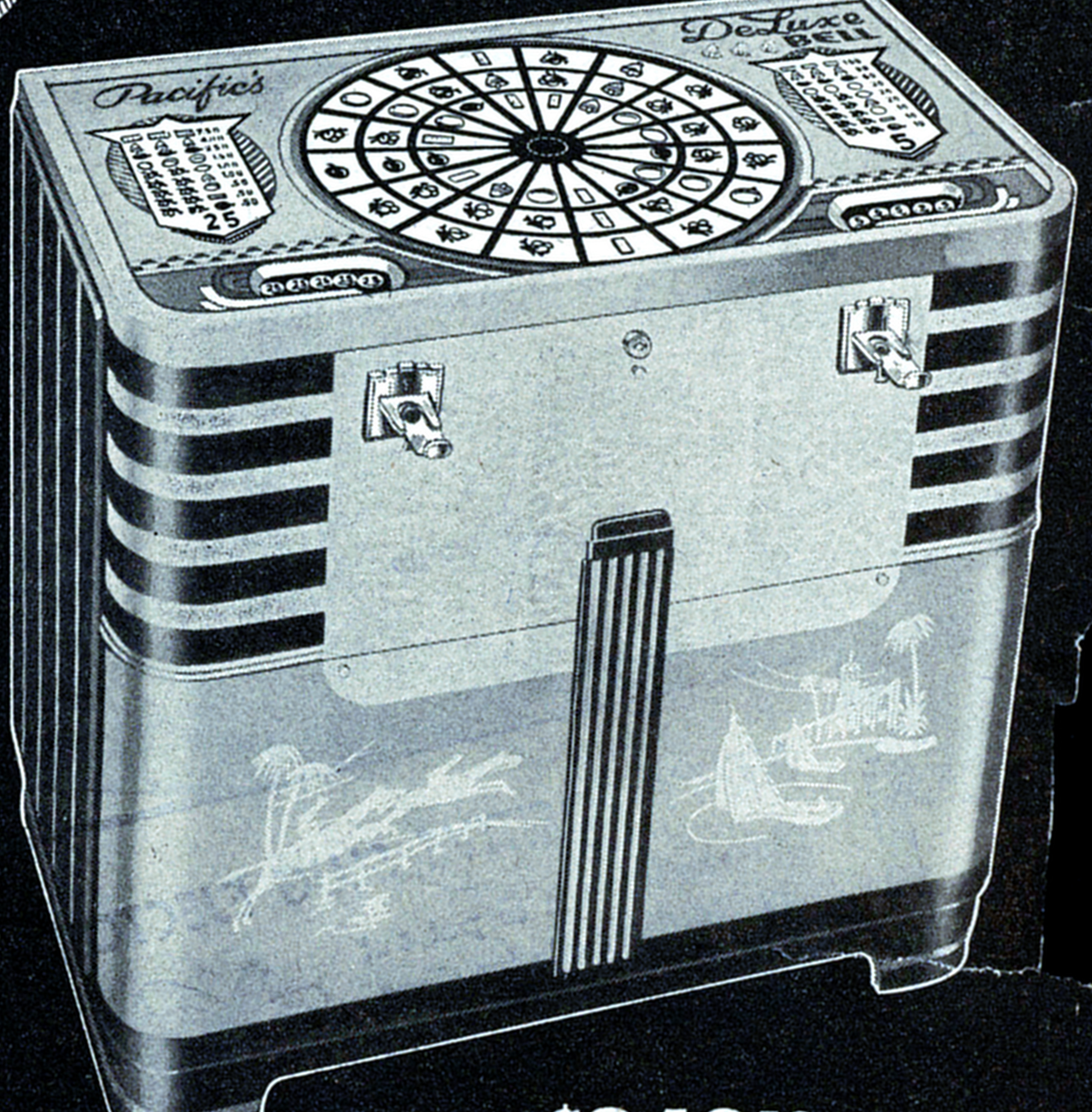
SEVEN IN A ROW OR . . .

NICKELS & QUARTERS



Pacific's PAMCO RACES
. . . . the "old famous"

PAMCO RACES has everything that made Palooka famous . . . the "old famous" principle of bowl type, one-ball play . . . the roto-drum odds commutator . . . and the "seven bank" coin chute. PAMCO RACES takes up to seven nickels each play! Pays on win, place, and show. Odds as high as 30 to 1. PAMCO RACES *is the fastest, most fascinating pay table that ever hit the market!* If your order isn't already in, phone your distributor. Get your PAMCO RACES and get ready to take in the nickels—"seven in a row," day and night without let-up! **$209.50**



$249.50

Pacific's De Luxe Bell

It's so easy to spend a nickel . . . and so natural to "step it up" to quarters on the second and third spin. Experienced operators know this big jump from nickels to quarters means top money. You yourself have watched people—race track fans for instance—"see-saw" back and forth with small winnings and losses. Then plunge with bigger money to "outguess and get ahead." So you know that the principle of nickels to start—quarters to keep going—means big money for you!

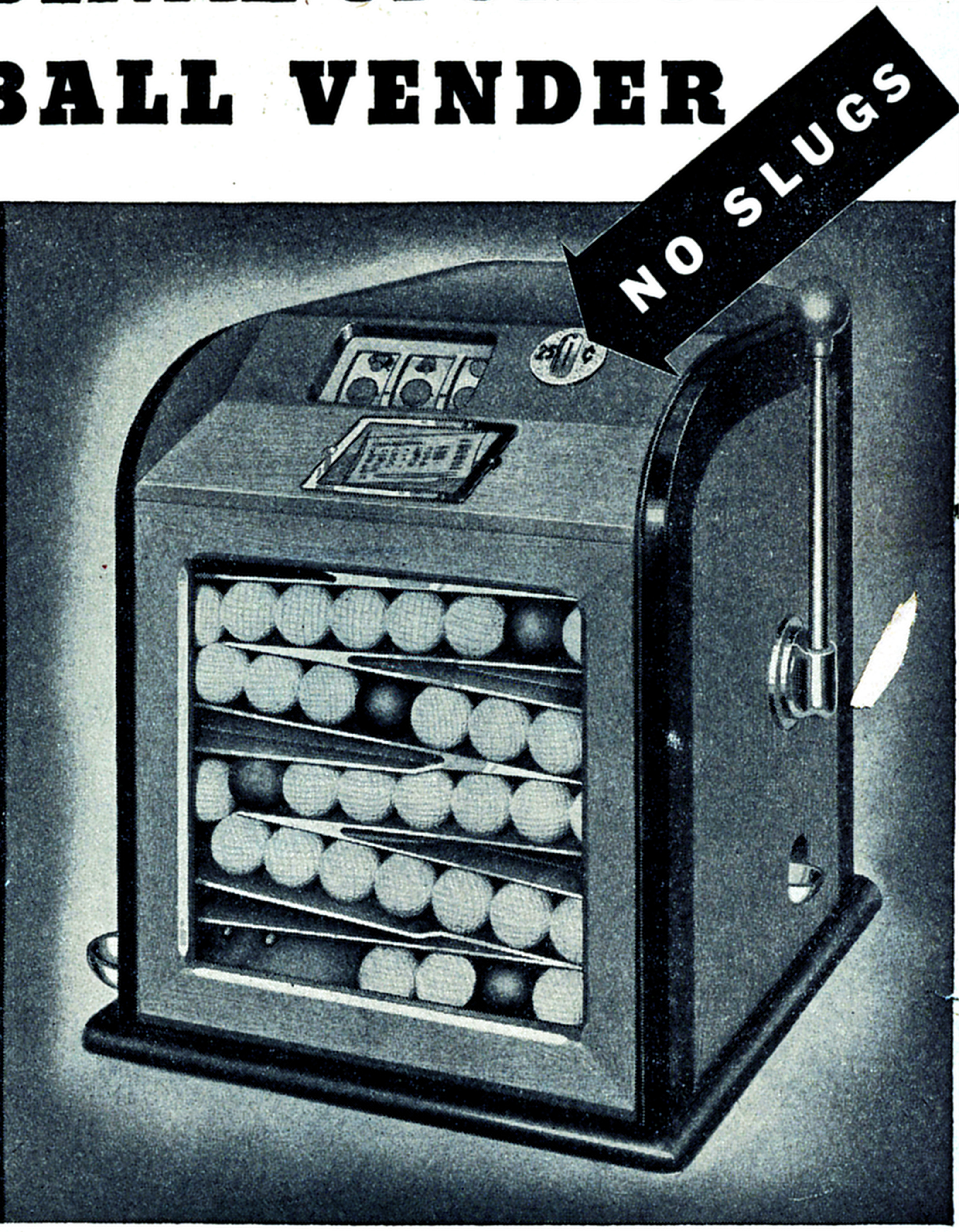
Equipped with new escalator chute. Furnished with two nickel chutes if desired. And remember, Pacific's DeLuxe Bell is the original bell . . . and the best! $249.50

CORONATION—Crown, sceptre and royal symbols in the place of the fruit reel. Plenty of action and "come-on" for those "special" locations. $249.50

ROSEMONT—Around they go. Horses passing and repassing. Players start with nickels, then "step it up" to quarters. Rosemont is horse racing at its very best! $249.50

PACIFIC MFG. CORPORATION
4223 LAKE STREET, CHICAGO, ILLINOIS
Los Angeles Office, 1320 South Hope Street

Now THE ORIGINAL SPORTSMAN GOLF BALL VENDER



REFINED • IMPROVED ADVANCED

Here it is, the pioneer golf ball vender in its new improved form. An amazing new slug ejector, new handsome design, improved mechanism—now, the finest golf ball vender is even better than before.

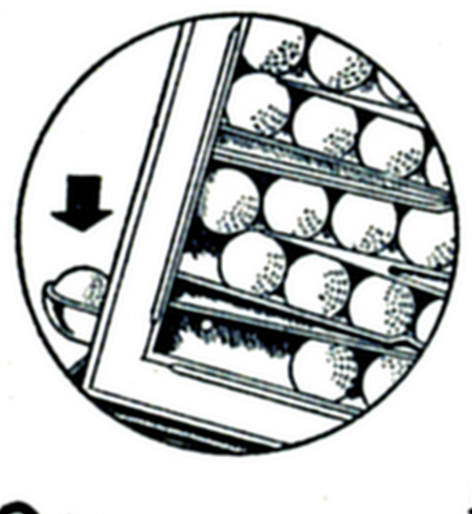
Sportsman is the original golf ball vender. It's the machine you've heard about — the machine that has been in highly successful operation for several years—the proven tested machine.

Heretofore the Sportsman has only been available in a limited way. Now O. D. Jennings & Company are building this machine using their famous Chief mechanism. Now, it's available to you! Now you too, can taste the honeyed sweetness of golf ball vender profits. The NEW Sportsman is ready.

THE LEADING MACHINE FOR SIX YEARS

NEW! POSITIVE SLUG EJECTOR

You can't afford to put out valuable golf balls for slugs. Sportsman is the first and only golf ball vender with a positive slug ejector.



THE BALLS YOU SEE ARE THE BALLS YOU GET

No dummy display. No display balls to deteriorate. No doubt in the player's mind about the balls he wins. He sees 'em. Only Sportsman permits use of red balls to increase play.

CONSIDER THE SIZE FEATURE

Sportsman is not a console machine. Early models were built this way but the new Sportsman is built light and easily portable to make it easy to move from locker room to first tee or to vault at night.

SPORTSMAN'S EXCLUSIVE FEATURES

1. New, positive slug ejector—cuts out ALL slug losses.
2. Tempting enticing display of fresh balls—eye appeal is the basis of all modern successful merchandising.
3. Number of balls in machine can be told at a glance.
4. Colored balls, redeemable two for one, increase play — impossible with others.
5. Positive register system—counts every coin and every ball.
6. Positive mechanical payout—no electrical contacts to stick or jam. Eliminates draining of machine.
7. Investment in balls down to minimum—no need to load with 100 or 150 balls.
8. Any attendant can load balls through separate door—no access to mechanism.
9. Key to cash box can be left with location—no need for frequent servicing.

Built with the famous Jennings "Chief" Mechanism

Manufactured by
O. D. JENNINGS & COMPANY

SOLE SELLING AGENTS
SPORTSMAN MANUFACTURING COMPANY
4309 WEST LAKE STREET • CHICAGO